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THE JOHN CRERAR
OCT 1 0 1920

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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Good Faith *in* Tractors

Franklin Tractors are built on the policy of Good Faith—Good Faith with the men in the shops who build them, with the men in the field who sell them, and with the men who buy and operate them.

Wherever there is a tractor job this "Good Faith" Tractor is on duty. Loggers are getting out more timber with Franklin Tractors, farmers are doing their work better and in less time, manufacturers are using them in their industries—there is a Franklin model for every tractor purpose, industrial or agricultural.

And from the beginning of the Franklin Tractor Company, Advertising Headquarters has been privileged to work with them, building prestige on this foundation of Good Faith.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

The Outlook for 1921

as seen

by Leading Financiers

The National City Bank says:

"There is too big a crop in the barns for a prolonged period of depression." *Monthly bulletin for October.*

The Federal Reserve Board says:

"Excellent crop yields have resulted in *sustained buying power* and improved transportation has given better and more sustained marketing than was thought possible. Crop moving has gone ahead smoothly and the peak of the demand for funds has practically passed without serious inconvenience." *Monthly business review, Sept. 30.*

The Standard Farm Market consists of 1,150,000 representative farmers who enjoy *sustained buying power* and leadership in their respective communities, throughout agricultural America.

Their daily guide on farm practice and buying customs is

THE STANDARD FARM PAPERS

Reaching **each week** over 1,150,000 leading farm homes.

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

The Progressive Farmer
Established 1886
Birmingham, Raleigh, Memphis, Dallas

The Nebraska Farmer
Established 1859
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
95 Madison Ave., New York City

All Standard Farm Papers are members of the A. B. C.

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VOL. CXIII NEW YORK, OCTOBER 14, 1920 No. 2

Using the Economy Appeal to Change a Luxury into a Necessity

Silk Underwear Manufacturer Averts Sales Slump by Novel Use of Economy Argument in Advertising Campaign

By Roland Cole

PRICE is often a vexing problem in an advertising campaign when the price is higher than that of competitors. There are so many ways to look at it. Is it advisable to refer to price at all? Many do not think so. Others believe it to be unavoidable. There are good arguments on both sides. When the price of a quality article is not featured, and price is apt to be an obstacle at the time of sale, to what extent should an advertiser prepare the mind of the purchaser for it? Too much talk in the advertising about fine quality or workmanship is likely to make the reader think the price higher than it actually is. To argue longer service to be derived from a better article—"costs more, worth it"—may seem to many like a weak justification—a decrepit alibi—that they know all about in advance.

Two men stood before the window of a commercial stationer looking at a desk displayed in the window. The drawers were extended and ribbons attached to the handles of the drawers ran to explanatory cards pasted against the face of the window. All the "talking points" of the desk were set forth on the cards. Price, however, was nowhere referred to. One of the men said:

"There is the sort of a desk I think I would like to have. That drawer arrangement is the best I have ever seen. I wonder how much it is?"

His companion snorted impatiently.

"Why don't they save your time and mine by putting a price ticket on it," he exclaimed. "Then we would know immediately whether we had any license to stand here and admire it. For my part, I refuse to get interested in any article I see displayed like that, unless it is priced. If everybody felt as I do about it, it would not take long to bring these storekeepers to time."

"Wait a minute," interrupted the first speaker, "until I step in and get the price. I believe that desk is just what I want."

He was gone so long the second man walked inside to look for him. He found him at the back of the store, seated in a chair before the desk, engaged in conversation with a salesman who was doing some figuring for him on a piece of paper. As he approached them he overheard the salesman saying:

"Eighty-five dollars may seem like a high price for that desk. But it isn't. I can sell you a desk for $55, but it will be a desk with only ordinary desk drawers, in addition to which you will need a filing cabinet that will cost you between $75 and $100. Besides the saving in money, look at the saving in office room and the con-

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venience of having all your records in your desk."

The price of the desk, had it been published in the window or in an advertisement, would have probably turned both men away. The salesman's argument was sound. Eighty-five dollars for a desk and a filing cabinet all in one piece was extremely reasonable compared with $160 or more for a separate desk and a separate filing cabinet.

The reader may say $85 is a big sales unit. How about the case of a sales unit of $5 or $10, or a sales unit of 50 cents or $1? Would not that make the proposition totally different?

Yes, it would. In fact every proposition is different. The solution of one advertiser's problem is not always the solution of another's.

PRICE AND A "LUXURY" ARTICLE

Take a manufacturer of silk undergarments for women. It is a so-called "luxury" article. Only women of means can buy it regularly and in quantity. Many women who cannot afford to buy it do, but they constitute a smaller group and buy in smaller quantities and less frequently. With the prosperity of the country constantly rising, the buyer group grows constantly larger. Every year there are more and more women who have the means to buy. Under such conditions, the advertiser's problem of justifying a high price is like the fear of drowning to a man who never goes near the water. If he has lower price competition he has a steadily increasing sales volume also, and that usually supplies plenty of grounds for complacency. That is one situation.

But in times of falling prosperity, the whole thing reverses itself. Money stringency affects those who have less of it first, then creeps upward like the rising tide. People of least means are inundated, or eliminated. People of more extensive means become apprehensive and buy a little less. The man who cannot afford to buy the $85 desk does not. The man who can, says he will wait. The woman who acquired the silk underwear habit when she could afford it is now obliged to go back to garments made of less expensive material. But the buyers of silk underwear, which for the sake of convenience may be referred to as a $5 sales unit, have less philosophy for doing without that which they cannot afford than the buyers of desks, the $85 unit. The silk underwear habit is easily acquired but not easily sloughed. So there is an altogether different situation.

Every advertising man has a dual personality. Part of the time he is just an ordinary consumer and responds to advertisements without stopping to reason why. The rest of the time he prepares advertisements to make other people respond. When the second side of his personality is uppermost he looks at the general field of advertising through the spectacles of his own proposition, and the question he is forever asking is, How does the other fellow get around his difficulties?

In prosperous times the manufacturer of the $85 desk may make a great many more sales by advertising the price in connection with the article than he would by following the opposite course of not advertising it. A trial of both ways will shed light on the question and help him to determine the better course. But in less prosperous times, advertising the price may drive the people away before the real economy of the price can be explained to them. The policy to adopt would seem obvious.

In prosperous times the manufacturer of silk underwear is not so concerned about the price. It is less important to him than it is to the manufacturer of the $85 unit. But in less prosperous times, price becomes of sickening importance, to use a nautical term. What had he best do? Advertise it, and then prove that it is not so high as it seems? He can not "forget" it, for the sales slump is there to remind him of it every day.

The Vanity Fair Silk Mills, of Reading, Pa., are makers of Van-



NEW YORK TRIBUNE, MONDAY

otes; Ohio State,

Harding Tells Why He Should Be President

Represents Party That Can Command Services of the Ablest Men to Assist In Government, He Asserts

Defines Real Progress

Co-operation in Interest of Business and Agriculture Held Essential Policy

THE EVENING POST, NEW YORK,

Duty Transcends Politics, Says Cox

League Issue Approaches Realm of Religion

Takes 'Fighting the Good Fight of Faith' as Text for Signed Article

Denies Harding Record

FRIDAY, SEPT. 24, 1920 THE NEWARK DAILY ADVOCATE

WHY I SHOULD BE ELECTED PRESIDENT

By Governor James M. Cox, in The Christian Herald

Thousands of newspapers, from the largest to the smallest, seized upon the Harding and Cox articles in Christian Herald as one of the big items of the day's news.

Newspapers are quick to realize the significance of the eagerness of both candidates to reach the 300,000 centers of influence represented by The Christian Herald families. Gov. Cox, for example, wrote for Christian Herald his first signed article of the campaign.

Any one can visualize the tremendous influence of The Christian Herald in a political campaign, or in the raising of millions of dollars for India famine relief, for Belgian relief, for other humanitarian purposes. This influence is out of all proportion to the number of our subscribers.

Hundreds of advertisers are getting unusual results from advertising their products to this same group. Particularly at this time, when conditions are so good in the small towns.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

ity Fair silk underwear and silk gloves. The line of silk underwear for women has been on the market for about five years. It comprises a number of trade-marked garments like a "Plus 4-Inch Vest," "Step-In Envelope Chemise," "Pettibocker," "Double-Back Knicker," "Sure-Lap Union Suit," and the like. They are made of glove silk, a woven fabric. The garments are simply and beautifully made, without decoration or the frills and bows that characterize silk underwear of extreme design. It is therefore dainty but substantial. The retail selling prices are naturally higher than prices of knit and cotton goods, but not so high as for other lines of fancier and beribboned silk garments. Still, it is silk underwear, and a very fine line of silk underwear—a quality product through and through, and therefore a so-called luxury.

ANALYZING A SALES SLUMP

The line was put on the market soon after the beginning of the war in Europe; a very favorable time for any article of this kind. The line "took." People had money to buy and they bought. From the beginning the company used national and trade-paper advertising. The history of the inception of the business is interesting. It was established about the year 1899—a silk knitting mill manufacturing gloves for the wholesale trade, exactly like any of the many knitting mills in Reading to-day. In 1915 the company decided to put out a line of glove-silk underwear under a trade name, tell its advertising story to the great American public and sell direct to the retail trade. The project was successful. Addition after addition has been built to the original building and to-day "Vanity Fair" is one of the big industries of Reading. Moreover, and more important from an advertising point of view, when so many other silk knitting mills still engaged in a brokerage business have been temporarily obliged to close their doors, this company, by means of advertising, has created a consumer demand for its trade-marked product, is working its full force every day and has orders ahead for weeks and months to come.

During the last few months there have been lulls in buying activity in many lines, and the silk textiles have had theirs. It is still a matter of deep concern as to how these lulls are to be interpreted. There has been no cessation in the advertising activities of the company, nor will there be, but ordinary business judgment demands a careful analysis of the various factors entering into the situation. Such an analysis has been and is being made and some of the findings have been suggested in the opening paragraphs of this article.

An ease-up in sales, be it ever so slight, at once raises the question, Why? Somebody has stopped buying. The salesmen say the trade is not stocking up. Retailers say the demand has fallen off. But, why? In the case of silk underwear there is an obvious reason. Some women consider it a luxury.

Well, is it? If one is not in the silk underwear business, Echo will probably answer, Sure! If one is in the business, he will not listen to Echo but will carry his investigation farther back.

Price has never been the argument in Vanity Fair advertising. The quality of the material, original designs, and tailoring methods are the points emphasized, with insistence upon distinctive and in many cases exclusive features. A quotation from a representative advertisement will give the reader a good idea of the copy style:

"Vests that are four inches longer; knickers with a double back and extra width; union suits with a patented sure-lap closing; Step-In Envelope Chemise with no snaps or buttons; Vanties that are cooler than knickers, more attractive than any drawer you've ever seen; Pettibockers that combine petticoat frilliness with knicker comfort—camisoles of tailored simplicity! All fashioned of glove silk of rare quality—



When father was a boy—

he wrote his sums laboriously on a squeaky slate.

The graphite pencil and the fountain pen, perfected since father's time, now make easier the practice of writing or drawing, and the taking of more permanent notes for reference.

In work and play boys have made tremendous strides in recent years. Organization has enabled boys to get a great deal more fun out of their daily activities. They crowd a lot more healthy and useful activity into their all-too-short waking hours.

Rapid expansion of boy interests has caused a great demand for more and better manufactured products for boys.

The production and national sale of such goods have been greatly stimulated by advertising.

This situation demanded a medium reaching the greatest and most vital proportion possible of the great, distinctly boy market.

For more than twenty years THE AMERICAN BOY has filled this demand for an economical and influential sales medium among boys exclusively. Its sales influence is felt wherever boys get together. Its more than 500,000 boy readers, averaging 15½ to 16 years old, are the active, vitalizing center of influence for boy habits and preferences for present and coming generations of boys.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.
(Member A. B. C.)
Branch Offices:—286 Fifth Avenue, New York—1418 Lytton Building, Chicago

"The backward art of spending"

What is the real importance to the manufacturer of the uncertain judgment of the buying public?

A CAR-LOAD lot of ice-cream freezers had "gone dead" on a dealer's hands. With a short season, quick action was needed.

On another make of freezer he was almost sold out. It was no better in quality—and even slightly more expensive.

The dealer decided to try a novel plan. He reduced the price of this popular make—thus leaving the slow-selling freezer higher in price.

And now the car-load lot was sold without difficulty.

This was the actual experience of a large Chicago department store. Unusual in itself, this incident illustrates a condition more widespread than is generally imagined—the uncertain judgment of the buying public.

To the *earning* of money, individuals bring a highly specialized training and skill. But *spending* in most families is an amateur effort—largely a matter of guess-work. The burden falls almost entirely on one member of the family—the housewife. It is estimated on reliable authority that 80% of all retail purchases are made by women.

"The housewife's tasks," writes a noted economist, "are much more varied than the tasks which business organization assigns to most men. She must buy milk and shoes, furniture and meat, magazines and fuel, hats and underwear, bedding and disinfectants, medical services and toys, rugs and candy. Surely no one can be expected to possess expert knowledge of the qualities and prices of such varied wares.

"A few (people) indeed make so much money that they can slight the art of spending—but the vast majority would



No buyer for a factory or office is called upon to make purchases as widely diversified as those of the housewife. She must select the articles for her home from among thousands of items in many different fields.

gain as much from wiser spending as from increased earning."

The spreading of information about merchandise is obviously one of the primary functions of advertising and just as obviously *all* truthful advertising promotes wiser spending to some degree. Constantly fearful of errors in judgment and of wasting money, the housewife seizes eagerly the facts that really help her in buying.

Advertising that is planned to *guide human decisions* is not only most effective in bringing wiser spending; it also wins the manufacturer maximum returns at minimum cost.

It is by preparing advertising campaigns of this kind that the J. Walter Thompson Company is co-operating with many manufacturers in building volume and net profits.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

that's what Vanity Fair Silk Underwear means! Ask for it at your favorite shop."

The advertisement from which this quotation is made appeared in the rotogravure section of a list of Sunday newspapers in which quarter-page spaces are used. Full pages are taken in national mediums, sometimes in color. Beautiful photographs of well-known models and reproductions of artists' drawings are employed to show the underwear in use. Where size of advertisement permits, longer copy is used, which generally enlarges upon the conveniences of the special features.

SCRUTINIZING THE RAW MATERIAL

Why is not copy like that suitable for any kind of a market? It should appeal to the extravagant as well as the economical. It should take in the wealthy buyer and her less opulent sister. It should and did. But the manufacturer went ahead with his investigation, the starting point of which was the material used in the manufacture of Vanity Fair underwear.

Glove silk is woven from silk thread in the Vanity Fair mills. The whole process of manufacture from the raw thread to the finished garment is under the company's supervision and control. The tensile strength of the silk thread used is proportionately greater than that of steel. This is a matter of common knowledge in the industry, but not generally understood outside of it. Why, then, should not undergarments made of silk be far more durable and possess greater longevity than those made of cotton or wool? They should. When they do not, why do they not? Careless methods of manufacture is one reason, unfitness to use is probably another—the wrong grade and texture of silk for a purpose. But the greatest reason of all is improper methods of laundering.

Mistreatment of silk garments —underwear, stockings, shirts—by laundries and private washladies has ruined more silk wearing apparel than wear and tear. Very few of those who do their own laundering know how to wash silk goods, but give them much the same treatment they bestow on the rest of the trousseau. Heat is the great enemy of the life and strength of silk. Washing it in hot water, drying it in the sun or on steam radiators, ironing it with hot irons—that is what destroys silk.

I pause to ponder. I wonder how many people know that? I asked my fair amanuensis. It was nothing in her life. She said she did not roll her own. I asked the partner of my griefs. But the source of the question failed to get a dignified reply. After a little trouble I found a few disinterested witnesses. There was no certain, positive, cock-sure, definite knowledge on the subject. One woman said, "Oh, yes, silk should always be washed in cold water." But she added, it might be dried in the sun and ironed.

Now, it can not be that manufacturers of silk wearing apparel have deliberately withheld information on the subject to increase consumption. Perish the thought. More likely they have assumed that it was one of the things that every woman knows, with far less foundation for the assumption than the publisher of a modern unabridged dictionary has for assuming that everybody knows how to use a dictionary. Very few people know how. The publisher has to teach them and does. What an advertising opportunity, therefore, lies at the very feet of the silk people!

The manufacturer of Vanity Fair silk underwear thought of his raw material and the woven goods—glove silk of the best quality. Next he thought of his retail selling prices and the women who pay them. The first cost of silk underwear is not so much higher than the first cost of kinds other than silk. When his investigation led him to the subject of laundering, however, he saw at once why his product was considered a luxury. It costs more money to have silk things laundered. Whether the laundry gives them special attention or not it certainly charges for doing so.

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Business paper value must be judged by facts.

Buckley, Dement & Co. recently obtained the facts in a national investigation of the implement and tractor field.

Below are given the returns from dealers for *First Preference*—Farm Implement News total compared with the total of 16 other publications *combined*, in the leading states covered by Farm Implement News.

	Farm Implement News First Preference	16 Others Combined First Preference
Ohio	86	62
Michigan	110	50
Indiana	93	38
Kentucky	22	13
Illinois	188	89
Wisconsin	104	50
Iowa	181	88
Minnesota	58	93
No. Dakota	72	62
So. Dakota	47	54
Montana	38	31
Idaho	17	7
Utah	6	8
Washington	9	16
Oregon	9	18
Total	1040	679

This is 53% more for Farm Implement News than for all 16 others combined.

45.92% of the implement and tractor *Manufacturers* reporting gave Farm Implement News first preference.

Complete report of the investigation will be sent upon request.

FARM IMPLEMENT NEWS

The Tractor and Truck Review

703 MASONIC TEMPLE CHICAGO

Member A. B. C.

Therefore the purchaser bought an article for which she paid more money on the initial purchase and more money for the upkeep. Moreover, the higher prices she paid for the laundering bought a service that shortened the life of the garment and made necessary another initial investment.

This immediately suggested a new way to present the product to the purchaser—in the light of higher first cost, but a reduced cost of maintenance,—by offering a way to eliminate the cost of laundering.

COST OF LAUNDERING IS A BIG ITEM

Here is a woman, say, employed as a stenographer. Before the war she paid $1.50 to $2.50 for a certain undergarment made of cotton. Later when her salary almost doubled she began to buy the same garment of silk for $6 or $7. Her pay has stopped going up now, but the h. c. l. has not. She must economize somewhere, so she decides to do it on things that are worn out of sight.

Suppose, however, the manufacturer of silk underwear could come to her and say, "Silk is cheaper than cotton. I can prove it." Would it not be helping her to economize if that were true?

The reasoning was so sensible that the manufacturer thought it must be true. It was. Here is a cotton undergarment which when soiled must be laundered. It has to be soaked, rubbed, boiled, bleached, dried, sprinkled and ironed. Perhaps the laundry charges fifteen cents to do the work. Cheap enough. If the garment lasts a year—and it is a stanch and sturdy little garment if it goes through fifty-two boilings and ironings—that is fifty-two times fifteen cents to wash the garment once a week—a total of $7.80. More than three times the initial cost at $2.50—more than five times at $1.50.

Now, over here is the equivalent of that same undergarment in silk. When the stenographer bought it she paid $6 for it. If she is allowed to send it to the laundry once a week they will charge her more to do it up than they would charge for the cotton—say twenty-five cents. But it won't last a year. To be unfair to the laundry for the sake of making a safe comparison, say it lasts only six months. That would be twenty-six weeks at twenty-five cents, or $6.50—about what she paid for it in the beginning.

If, however, the manufacturer of the garment can say to her, "Do not send it to the laundry. Do it up yourself. You can wash it in cold water in your bathroom bowl. It does not require boiling, bleaching or ironing." In six months she has paid for the garment, has she not? If this sensible treatment of the garment makes it last longer than six months, then every additional month's wear is velvet, is it not?

So the manufacturer wondered how long the garment would actually last with that kind of treatment. He made some inquiries. Many girl employees of the company said they frequently got three years' wear out of the underwear. The president of the company discovered a certain silk undershirt he was wearing—the company also makes silk underwear for men—had been in use for five years. At that rate, silk underwear was decidedly not a luxury; it was the biggest kind of economy. It was cheap, and garments that had to be boiled and ironed were expensive.

All of this proves again the value of careful investigation in every business. Running a sale to its lair has more than once saved a situation—or a business. On the other hand, many a manufacturer has been brought up short by a slump in business who might have changed the slump into a nice flat peak by a thoughtful look at the uses made of his product and showing the users how to improve those uses.

As a result of this investigation the company is now telling the public that silk underwear is an economy. Note the following from a recent advertisement:

"There was a time when we

(*Continued on page 197*)

YOU WILL VOTE FOR ?

Each of these PRESIDENTIAL CANDIDATES will write a personal special message for the Independent telling why he should be supported. These messages will be published one each week during October.

If you do not get the Independent regularly ask us to send you these issues.

You owe it to yourself to know the Greater Independent.



Republican
Warren G. Harding



Democratic
James M. Cox



Socialist
Eugene V. Debs



Prohibition
Aaron S. Watkins



Farmer-Labor
Parley P. Christensen

We haven't got Mr. Macauley's picture but we will have his message

Single Tax
Robert Macauley

The Independent

311 Sixth Avenue
New York City

Collier's
THE NATIONAL WEEKLY
5¢ a copy

Collier's, The National Weekly



Growing Up with the Metal Masters

Three-quarters of a century ago, when Laclede-Christy started to make Fire Brick and other Refractories for the various metallurgical industries, the former were still in their swaddling clothes. At that time it took over a year to produce as much iron as one of our modern blast furnaces produces in a single day!

Laclede-Christy are proud to have played so extensive a part in the development of iron, steel, copper, zinc and their numerous kindred industries. Just as we served the foremost pioneers in metallurgy, so do we serve its leaders today.

Very few firms in any industry, whose career started seventy-six years ago, are still in business. That Laclede-Christy are one of this select few can be the result of but one thing: the constant living up, all through these many years, to the very highest standards of service.



Through extensive modern usage, this word service has, unfortunately, lost much of its true significance; but to Laclede-Christy it means today all that it meant back in 1844, and more: the desire as well as the ability to give every customer the kind of treatment that will meet his idea of what is right and good.

Distributors in over a hundred cities

(Branch Offices: Chicago, 1135 Peoples Gas Bldg., New York, 30 East 42nd St., Pittsburgh, 941 Oliver Bldg., Denver, 521 Boyd Bldg.)

LACLEDE-CHRISTY

A BUSINESS INSTITUTION — FOUNDED 1844 ST. LOUIS

Laclede-Christy and Collier's

Laclede-Christy is using Collier's as the backbone of its advertising campaign, in general publications, for fire clay refractories.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



Teas and How They Sell in Baltimore

THE net imports of tea in the United States last year amounted to 100,000,000 lbs. This averages less than 1 lb. per annum, per capita.

What an infinitely small consumption.

Educate people to drink more tea, particularly YOUR brand! Begin in Baltimore: this is an average market and a very excellent one for tea, being a home town. Stimulate your sales by forceful creative advertising in Baltimore's great afternoon paper, The NEWS. Significant is the fact that the three teas enjoying leadership here are NEWS advertisers.

Merchandise your product thoroughly—limited distribution lowers the value of your advertising and your percentage of sales. Go after Baltimore's 2,950 retailers and point out to them the effect of your advertising upon the turning over of their investment. Dealers here know and appreciate the force of NEWS advertising, for the NEWS has a total circulation of a little more than 100,000, and in Baltimore city where there are 90,000 homes occupied by White people who speak English, the NEWS sells 87,000 copies every afternoon.

Would you like to have a copy of our Tea Report? It gives the names of package teas in the Baltimore market, sizes, prices and general information, percentage of distribution and sales, leaders, rating activity, reports of wholesale firms, chain and neighborhood stores, retail grocers, etc. Write us on your business stationery.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The Latin American Within Our Gates

A Growing and Wealthy Market to Which Many of Our Business Men Give Too Scant Attention

By James H. Collins

"BUT you Yanquis—ola! You are all beez-ness!"

So saith our Latin-American cousin.

I wonder where he gets that idea! Certainly not in New York, when he comes to visit us nowadays on his way to Europe.

New York manifests a remarkable new long-distance interest in the Latin American, wishes it could go and see his wonderful countries, is eager to do export business with him. Yet New York is absolutely asleep to the Latin American within her gates.

On the same day, recently, two steamers from South America reached New York, with four liners from Europe. There were 952 first-class passengers on the four transatlantic ships, while the two South American ships carried two-thirds as many—631 first-cabin passengers. From Europe came 1,435 second-cabin passengers, and 4,745 immigrants in the steerage. The South American ships, on the contrary, brought only sixty-seven second-cabin passengers and 186 steerage travelers.

An average of a ship daily is now landing in New York from 250 to 275 Latin Americans, a weekly total around 2,000. They are almost entirely tourists, business men and students. The proportion of Latin Americans who come as immigrants is very small. New York's Spanish-speaking colony is growing at an unsuspected rate, but it is recruited almost entirely by immigrants from old Spain.

A new kind of foreigner stood at a downtown bank window trying to make himself understood in a strange language. It wasn't German, Italian, French, Yiddish or Chinese. Three tellers and two uniformed guards tried to make out what in hell he wanted. Probably he had got into the wrong place, anyway—his clothes and appearance indicated that he was lost in that bank.

A Rotarian from Monteviedo happened along—a Briton who had lived thirty years in South American countries. He caught a word that is familiar, but little used in business down his way. Addressing the stranger in Spanish, he found that he was a Brazilian from Pernambuco, trying to put $10,000 into that bank!

An exclusive Fifth Avenue millinery and dressmaking establishment found Latin-American customers appearing one by one about a year ago. They came from Havana, Buenos Aires, Rio de Janeiro, Caracas, Bogotá. Few of them walked in the front door, however, but almost invariably made a formal call upon the proprietor. He speaks French, so they were at home in language. Few of them left without purchasing from $5,000 to $50,000 worth of gowns and headgear. And invariably their sisters, cousins and aunts turned up a little later with letters of introduction, purchasing on the same scale. To-day, this concern has so large a Latin-American clientele that it is beginning to investigate the countries from which these new customers come.

A WEAK EFFORT TO SELL THESE VISITORS

When he says that we Yankees are all business, however, the Latin-American cousin may be courteously telling us what he thinks we would like to hear. For we are certainly far from being all business when it comes to serving him and his family during their stay in New York.

A downtown exporter has been asked so often by Latin-American

visitors to be referred to New York shops where their language is spoken that he recently sent an inquiry to fourteen leading department stores, clothing and haberdashery shops, asking whether they had salespeople speaking Spanish or Portuguese—and to whom might he refer his friends for intelligent, pleasant service.

One-third of these concerns ignored his letter, there being nine replies. The department stores were most lax, but two of the leading retail clothiers apparently thought the inquiry of no importance. Among those who answered, however, more than half gave names of salesmen capable of handling Spanish-speaking customers. Only one concern had a Portuguese-speaking salesman. For most purposes a good command of Spanish is adequate for dealing with Brazilians when they come to New York. One amusing point was that only two or three of the salesmen mentioned by name were of Latin-American or Spanish birth. Usually sales service in Spanish seems to be taken care of by Irish, Italian or German salespeople.

"Let your Latin-American friends ask for our Spanish salesman, Mr. Schultz," they said—or Mr. O'Brien, or Mr. Gioletti, as the case may be. Some of the clothing concerns with several stores asked that Spanish-speaking customers be sent to the one or two branches where they could be taken care of, their other stores having no one who could speak Spanish.

"Why, we did have a salesman here who spoke Spanish—an Italian," said a clerk in one busy downtown men's store. "He died last winter, and now we have nobody. But we have a deaf and dumb salesman!" he added, triumphantly.

Unquestionably the most alert New York concern in this matter is Best & Company, with a force of interpreters for Spanish, French, Italian, Dutch, Norwegian and German. Señora Josefina de la Torre says that Spanish-speaking facilities are being enlarged as fast as possible, with a realization of the increasing size and value of the Latin-American clientele. Customers from the southern continent are conducted personally through the store, assisted with purchases, and visited at their hotels if they desire. Placards stating that Spanish is spoken are posted freely about the store, and Spanish is an everyday language in its various departments, this enterprise having made the place a Latin-American headquarters.

NEW YORK FIRMS THAT ARE READY

Wallach Brothers have several Spanish-speaking salesmen. So have Gimbel Brothers. The Wanamaker organization gives special attention to Latin-American customers through its export office. The Rogers Peet Company has Spanish-speaking salesmen at the Fifth Avenue and Warren Street stores. Lord & Taylor have a salesman who devotes his time exclusively to this trade, Señor Yerola. Weber & Heilbroner have a Cuban salesman, Señor Ernesto Gutierrez, at Broadway and Forty-fourth Street. Brokaw Brothers have a Spanish-speaking salesman, as have also Arnold Constable & Co. Brentano's has a large department stocked with Spanish books, and reports an increasing trade with Latin America, which is handled by a force of Spanish salesmen well-posted on the southern countries. But, characteristically, their sales to Latin Americans are chiefly works in French—in both Brazil and the Spanish-speaking republics educated people seem to read far more French books than Spanish or Portuguese, with a preference for light French novels. There is an increasing interest in English books, particularly technical and solid reading.

Ten years ago the Latin American in New York came chiefly from the Caribbean countries—Cuba, Porto Rico, Mexico, the Central American republics, Venezuela and Colombia. He put up at a few obscure hotels like the old Westminster on Irving Place, where Spanish was spoken and familiar dishes appeared on the

bill of fare. People from the big South American countries came hardly at all—their migrations were always to Europe.

To-day South Americans are coming to New York by the hundreds, and people from the nearer countries by the thousands. They live in the most luxurious hotels, where language arrangements have been made for their convenience. They can be found any day in the best shops, riding on Fifth Avenue buses, penetrating the wholesale districts, lunching at the clubs. In certain sections of the city the ear attuned to Spanish hears that language more frequently than any other foreign tongue—unless it might be Yiddish!

NO WELCOME FOR THESE IMMIGRANTS

The Twenty-third Street branch of the Y. M. C. A. is working with a committee of New York exporters to aid Latin Americans arriving in New York seeking employment. It has been found, says E. H. Downes, chairman of this committee, that an unfavorable impression of the United States has been created by Latin Americans who have come here without friends, no plan of action, little knowledge of the language, not even a place to stay, in the belief that the United States is a place where everybody quickly prospers. Failure and discouragement follow in such cases, due to lack of acquaintance. This committee aims to get in touch with such arrivals before they leave their own countries, through our consulates, aid them with advice upon arrival, and ultimately extend such work to New Orleans, Philadelphia and Boston, where Latin Americans are also arriving in increasing numbers.

The New York merchant suddenly invaded by Latin-American shoppers is quite ready to believe almost any story about South American wealth. Individual purchases often run into thousands of dollars. The choicest creations of exclusive Fifth Avenue milliners, dressmakers and furriers find sale regardless of price, seemingly. An occasional oil millionaire from Oklahoma astonishes this section of the trade by prodigal expenditure. But he is an accident, not to say a rarer bird than is popularly thought, while the South American millionaire is a regular institution. Belonging to the 10 per cent of the Latin Americans who control land, wheat, livestock, coffee, sugar or nitrates, as owners, and through family connections, free spending is his normal habit. He makes his home in the best hotel suites, and after playing and shopping in Nueva York, departs for Europe, paying several thousand dollars for an imperial suite on one of the big liners.

In the old days, he came here principally for business reasons, and alone. To-day he brings his family, and that family is large, and its requirements many. Formerly he stayed a week or two, and then went home. Today his sojourn may extend over two or three months, because he and his folks now enter the whirlpool of metropolitan life instead of living on the fringes.

One story, told by the manager of a big hotel, concerns a Cuban family that, after three months' shopping and pleasure in New York, ordered steamship accommodations to Europe. The only available reservation was a suite costing $4,600. That seemed stiff for a five-day voyage, even to a New York hotel manager, and he said so when his assistant reported on the matter.

HOW TO GET THIS TRADE

"I don't think it will worry Señor Blanco at all," replied the assistant. "Yesterday he showed me one check sent him by a big sugar company, and the amount exceeded a million dollars."

If New York retailers consider this new business worth having, there are certain steps which can be taken to increase and hold it.

First, naturally, comes special service by salespeople speaking Spanish or Portuguese, and also "simpatico" to Latin Americans.

The family is a great institution in the southern republics. Well-to-do people live mainly in one or two centres in each country. Therefore, to establish pleasant relations with one customer is to secure introductions from their friends. Despite long acquaintance and preference for French fashions and British goods, the average Latin American is frank in his or her appreciation of our characteristic products. The men like our tailoring, ready-mades and distinctive haberdashery. The women admire American fashions in gowns and millinery, and declare that we are *unico* in the things that go underneath, and in ready-mades and novelties for young people and children. Accustomed to French furniture and schemes of decoration in the home, they like our original and diversified house draperies, curtains, floor coverings and house furnishings, a wholly new world of things to them. As for the comfortable and labor-saving devices of the home, they expect that the Yankees will always be able to say the last word in that line and that no other nation can approach us in inventiveness or ideas.

With facilities for service, and a Latin-American following, the next obvious step would seem to be advertising in the countries from whence these new customers come. Through such advertising of their facilities for taking care of Latin Americans the New York hotels have built up permanent patronage at a very reasonable expenditure. The absence of such advertising in the newspapers and periodicals of the southern republics makes a modest investment in space go a long way. Argentines, Brazilians, Chileans, Uruguayans and people in other of the more distant countries want to know something about the leading stores and shops in New York, and appreciate assurances that they will be taken care of when they come here. Apart from the obvious difficulties of language, they like to do business with friends. Accustomed to being treated as individuals, they are usually lost in our huge retail establishments. Knowing even a single sales person who speaks their language, understands Latin-American ways, and can chat about people and affairs in their own countries wins their confidence. Such a sales person is trusted absolutely, and all their friends are his or her friends.

New York stores can make decided improvements in shopping and language conveniences. The sign "Aqui se habla Español" could be much more freely displayed than it is to-day in the shopping district. Store directions could be translated into Spanish. More knowledge of Latin-American countries would be very helpful.

For example, each republic has its own national holidays. In most cases there are several in each country, commemorating historic steps in the days when independence was being won. In every case there is a single day or days, corresponding to our own Fourth of July. Such Latin-American national holidays might well be observed in New York by displays of the Latin-American flags, portraits of liberators, characteristic things pertaining to the particular country, and even special treatment in advertising. Our own newspaper reading public would unquestionably be interested in a summary of Argentina's struggle for independence on the twenty-fifth of May. Every Argentine in New York would be thrilled by such a compliment to his country, and it would smooth away some of the resentment he now feels over our ignorance about Argentina.

The only attention of this sort which has come to the writer's knowledge in New York was paid to the Argentinos by—a Britisher!

On the 104th anniversary of the Argentine constitution, the ninth of last July, Harrods' New York organization gave a reception and tea at its offices on Fifth Avenue, with rendition of Argentina's national airs by an orchestra. Señor Ernesto C. Perez, Consul-General of Argentina in

(*Continued on page 25*)



Seal of Philadelphia

Philadelphia's Chief Statistician Says Americanization of Foreign Population Places City on Sound Basis—Predicts Building Boom

"Statistics of the growth of Philadelphia's population show that we are Americanizing the foreigners born here, that very few adult foreigners have come here recently, and that this city is therefore on a sounder basis of Americanization than ever before."

This observation was made today by E. J. Cattell, city statistician, commenting on the corrected official count for Philadelphia announced yesterday. Several months ago Dr. Cattell estimated the city's population at 1,800,000. The corrected count shows there are 1,823,779 living here instead of 1,823,158, the first total given out. This is a gain of 621.

The population of Pennsylvania, announced yesterday, is 8,720,159, an increase of 1,055,048, or 13.8 per cent. over 1910.

"I find much to be encouraged with in our population today," said Dr. Cattell. "The State of Pennsylvania stands today in the strongest position in the nation. New York State, by this latest census, has practically sixty per cent. of her population in one city, and the largest concentration of that city is foreign in make-up.

"Pennsylvania's largest city, Philadelphia, has less than one-fourth of the State's population, and less than one-fourth of her population is foreign-born. Pennsylvania is strongest in that feature of civilization high-lighted by experts; that is, wide distribution of population. She has many cities which might be termed, on the basis of population, second-class cities, but which are in effect third-class cities. The majority of these cities have industries and environments which produce large buying power. Take, for example, the oil field cities. Each is a money producer and a money saver.

"In Philadelphia the population increase has been normal. There has been an increase of births over deaths, so we have Americanized our own blood. Our normal increase in babies alone during ten years would be 400,000. We lost during the period of the war more than 100,000 foreigners, who would have come here. Thus we have been able to Americanize and assimilate the foreign-born in our city, with no prospects of taking care of foreign additions for some time.

"When immigration to this country does begin we will get here only the best element. Persons worth while in the foreign countries will have become so tired of radical governments they will welcome a chance to come here and be good citizens.

"The housing situation will solve itself. Prices of houses are coming down. Demand for them is created by adults moving in. Few are doing so now. Increase in the birth rate means nothing now; new babies don't demand new houses, but adults do.

"The best skilled labor which came here to work has stayed. The floaters after big wages have gone.

"Philadelphia has enough room in which to expand for many years, and a great building boom is likely next spring."

"In Philadelphia nearly everybody reads the Bulletin"

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

SCRIPPS NEWSPAPERS

The Cleveland Press

"First Newspaper—Fifth City"

(More home-delivered, home-read city circulation than all other Cleveland dailies combined)

THE PRESS, in Cleveland, is an institution for public service. It is the ever watchful Attorney for the whole people of the community.

A Press reporter recently worked a week in The Cleveland Post-Office and was able to report, for Cleveland business men and the general public, the real cause of delayed deliveries and to suggest means of expediting them.

A Press reporter had himself sent to the City Workhouse and proved, by his own adventure, the ease with which dangerous criminals sent there can and do escape to continue their careers as marauders.

A Press reporter—a trained telephone operator—worked for one week in a local telephone exchange and made valuable suggestions for improving service.

IT was thru the initiative of The Press that the recent plumbers' strike was settled and building operations resumed.

It was The Press that campaigned against the stenches which made living in certain sections of the city almost unbearable and which were seriously affecting property values.

THESE citations enable one to understand why The Press is the First Newspaper of Cleveland in daily circulation and local advertising volume. Thru the columns of The Press advertisers may reach its big, responsive and appreciative clientele representing 95% of the English-reading homes.

SCRIPPS NEWSPAPERS



QUICK TURNOVER of stocks and of capital are most important problems right now.

Present financing requirements, and the situation confronting manufacturers generally, direct attention to every form of sales promotion which makes for speed of turn-over.

Newspaper advertising establishes contact with the retailer and the consumer every day.

Newspaper advertising gets QUICK ACTION. It produces immediate STIMULATION. It increases rate of turn-over.

And the cost of newspaper advertising is comparatively small.

THE circulation of Scripps Newspapers is, moreover, CONCENTRATED in the busy trading areas of twenty-two important cities.

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

September Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of September, 1920.

Automobiles - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 65,513 lines.
Next highest score, 49,940 lines.
6 days against 6

Books - - - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 7,542 lines.
Next highest score, 5,710 lines.
6 days against 7

Churches - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 3,775 lines.
Next highest score, 839 lines.
6 days against 7

Department Stores - - - - THE DAILY NEWS **FIRST!**
The Daily News, 466,536 lines.
Next highest score, 289,075 lines.
6 days against 7

Educational - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 39,059 lines.
Next highest score, 28,708 lines.
6 days against 6

Out of the Loop Stores - - THE DAILY NEWS **FIRST!**
The Daily News, 47,779 lines.
Next highest score, 14,622 lines.
6 days against 7

Foodstuffs - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 44,899 lines.
Next highest score, 41,818 lines.
6 days against 7

Furniture - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 64,995 lines.
Next highest score, 36,167 lines.
6 days against 6

Household Utilities - - - - THE DAILY NEWS **FIRST!**
The Daily News, 8,101 lines.
Next highest score, 7,439 lines.
6 days against 7

Shoes - - - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 31,435 lines.
Next highest score, 28,151 lines.
6 days against 6

Total Display Advertising - THE DAILY NEWS **FIRST!**
The Daily News, 1,238,128 lines.
Next highest score, 885,765 lines.
6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

***FIRST* in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

New York, was present with Señora Perez. Argentine visitors and the colony turned out in force, prominent New Yorkers were present, and there was an opportunity to get acquainted all around.

Such opportunities are altogether too rare, though there is no reason why they should be. Similar affairs would make for better acquaintance.

The Latin Americans have discovered us.

It is up to us to discover them, and not simply the Latin Americans within our gates, for business purposes, but the Latin American at home in his own country, from the Mexican line to Santiago de Chile, and from Havana to the Rio Plata, for the self-improvement that will come to us through knowing the other Americans in the twenty southern republics.

Sphinx Club Opens Season

The Sphinx Club held its first monthly dinner of the season at the Waldorf-Astoria, New York, on the evening of October 12. The president, R. F. R. Huntsman, acted as toastmaster and introduced the following speakers: Paul E. Derrick, of London, England; Corbett McCarthy, vice-president of Hahne & Company, Newark, N. J., and Roy Dickinson, associate editor of PRINTERS' INK. A portion of Mr. Derrick's address appears elsewhere in this issue. Mr. McCarthy spoke on the kind of advertising a merchant likes to see, while Mr. Dickinson dwelt in lighter vein on some of our more pressing social and economic problems.

Suits as Bonuses Suit Conditions

Employees of the Paris branch of the Roumanian bank of Marmorosch, Blank & Co., are to receive a bonus in the form of a voucher for a suit of clothes, in the case of men, and for a tailor-made costume, in the case of women. In view of the increased cost of living, this is said to be more appropriate than payment in money.

The next bonus may take the form of shoes, says the *Continental Daily Mail*.

Agency Copy Writer with U. T. A.

Miss Inez Sheffer, formerly a copy writer at Critchfield & Company, Chicago, has taken a position on the copy staff of the United Typothetæ of America.

Radio Account with Logan Agency

The advertising account of the Radio Corporation of America is now being handled by Thomas F. Logan, Inc. Newspapers are being used on the Pacific Coast, and newspapers and other publications in the East may be used later.

The Logan agency is also handling an institutional campaign for the General Electric Company. Copy for this campaign will be placed in college and university publications.

Four New Accounts with Norris-Patterson

The advertising accounts of the Dominion Chocolate Co., "Hooton's" Chocolate; McCrimmon's Chemical, Ltd., Toronto, maker of liquid chemicals and disinfectants; Eureka Vacuum Cleaner Company, Kitchener; and Hall Knitcraft Ltd., Toronto, maker of "Tosox," are now being handled by Norris-Patterson, Ltd., Toronto.

H. C. Fisher with St. Louis "Globe-Democrat"

H. Clyde Fisher, at one time in the advertising department of the Devoe & Raynolds Co., and more recently with the Nast Publications, is now with the New York office of the St. Louis *Globe-Democrat*.

L. N. Burns with Klau-Van Pietersom-Dunlap

L. N. Burns, formerly sales manager of J. I. Case Plow Works Company, is now associated with Klau-Van Pietersom-Dunlap Advertising Agency, Milwaukee.

New Account for Goldman Agency

The account of William Rosenblum & Company, makers of "Cupid" hats, New York, is now being handled by Louis J. Goldman, Incorporated, New York.

H. W. Clock Joins Stanley Gunnison

Herbert W. Clock, formerly with Frank Seaman, Inc., has joined the copy staff of Stanley E. Gunnison, Inc., New York.

H. D. Neach Joins Dorland Agency

Harry D. Neach, who, was recently with Picard & Co., Inc., New York, is now with the Dorland Agency, Inc., New York.

How Agencies Work to "Catch Issues" for All Their Accounts

Almost Every Agency Has Its Own Method of Keeping Track of Work So As to Make Catching the Closing Date Easy

PITTSBURGH, PA.

Can you offer us any suggestions as to the methods used in advertising agencies to handle mechanical production, and to take care of advertisements in process of completion? What method is used to keep before the account executive's attention the closing dates of the various papers, and the various advertisements which must be sent out from time to time through the various mediums? This is a matter to which we have been giving considerable study, and we are very interested in knowing if you have any data in your office along this line, or whether it is possible for you to secure any for us.

We have watched the advertising and business press carefully for years for an article or series of articles devoted to advertising agency methods, but this seems to be one line that has been very sadly neglected.

[————]

WE believe there is no universal method, but rather the reverse. Nearly every agency has its own plan which has grown up with it and which it finds answers more or less satisfactorily—and, of course, it considers that the best system invented for the purpose.

As to what method is really best, everything depends on the size of the agency. What answers very well while an agency has but a few accounts would lead to utter confusion when the number of accounts has grown large. It is not easy to begin with a system that will develop without ever needing any change. As a matter of fact, too, an absolutely sure-fire, never-miss-an-issue system that could be used both by very small and very big agencies is probably an impossibility.

In agencies of average size the custom most generally in use for following up each step in the mechanical work and getting every piece of copy out on time is to have a production manager. This man's purpose is to keep work moving in its proper order. He keeps before him, in some form or another, commonly in alphabetical order in a loose-leaf binder, copies of the schedules running in all active accounts. He marks these schedules to show the dates when copy is wanted and is responsible for getting everything in hand so as to catch every issue. It is his duty to notify the various departments concerned, and for that purpose usually has printed slips which he fills up. It is also his duty to follow each department closely every day until he gets copy and cuts into the hands of the forwarding department—early enough at least to catch the last form. Sometimes the head of the production department is also head of the forwarding department.

Some production managers will also attend to proofs and the ordering of reprints or foreprints, but others leave these tasks to the forwarding men. There are some production managers who will even read proofs so as to be sure that not the slightest error has been overlooked. A good production manager is a jewel to be highly treasured, whether born or made.

In other cases the responsibility for getting things going in time is left to the forwarding man, because he knows the closing dates for the various mediums. Where this is the practice, the forwarding man notifies the copy man, by slip or otherwise, and the copy man notifies the executive and the art department. This answers all right where the staff works well together, because they have not too much of something else to do to have time to remember the other fellow's troubles.

In still other cases the copy man on the account is solely responsible.

Very commonly the forwarding man, because he has the task of recording the dates of their reception and return, takes care of the proof end of the work, re-

ceiving them and returning them after having had them read by the copy man, or proofreader, who gets the client's OK, where necessary. Also because he is in touch with the magazines, the forwarding man does the ordering of reprints required from magazines.

The big agencies are all the time trying new methods of simplifying the task of keeping control of detail so that there shall be no fall down.

One plan is to increase the number of stenographers sufficiently and depute each to one or more of the account handlers. It is then their duty to receive the warning slips from the production manager and keep their account handlers reminded of what pieces of work are due. From this another new system is growing up —the stenographers develop into "detail men," and become a sort of understudy to the copy men. In some instances a special department is formed of these understudies and they become "business detail men." Each of these assistants is made responsible for all the detail work on the accounts looked after by one executive or copy man, sometimes two or more, according to the amount of work involved.

Where each advertisement is prepared separately, week by week and month by month, it is the duty of the production manager, forwarding man, detail man or whoever is responsible, to notify all concerned early enough so that both art work and copy can be begun sufficiently early to get "roughs" to the client and back from him with plenty of time still left for the finished drawings to be made, for the client's OK to be obtained, for engravings and printing to be done and for the final OK to be secured.

Some agencies are trying visible index systems with different colored cards which are changed as the work proceeds. These have to be specially devised.—[*Ed.* PRINTERS' INK.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Photograph Releases from Machine Operatives

CINCINNATI, OHIO, Sept. 18, 1920.

Editor of PRINTERS' INK:

Noting with much interest your article in the September 9th issue relative to release forms in connection with models for advertising purposes, wish to inquire whether there is any probability of encountering difficulties in the case of showing installation views where various girl operators are also shown at work.

I have several pictures of this character which I intended to use in connection with catalogue and also for trade-paper advertisements to carry atmosphere of industry which trade paper covers.

A. V. BOLLINGER,
Care of The Triumph Electric Co.

NOT in one case in ten thousand would it be necessary to secure release forms from operatives photographed under the above conditions, any more than it would be necessary to get releases from all the passers-by when photographing a building for advertising purposes. The possible arrival of the ten thousandth case, however, requires a certain amount of caution in handling photographs of even this innocent variety.

The question to be answered in each specific case is this: "Does the photograph of this particular individual add anything to the advertising value of the picture?" In other words, would the advertising value of the picture be the same if some other person were substituted, or if the face were retouched out of all semblance to the original? If this is true it is obvious that the portrait is not used "for advertising purposes," and its presence is merely the result of accidental circumstances.

Of course much depends upon the prominence with which the portrait is displayed, and the clearness is displayed, and the attitudes are reproduced. If, for example, a prominent, central feature of a group was a pretty girl doing something in particular which illustrated the action of a machine, a release might be desirable. But there would be no reason whatever to request releases from other operatives who might accidentally happen to be within the range of the camera.—[*Ed.* PRINTERS' INK.

T. H. Bracken in Rubber Advertising

T. H. Bracken, formerly with the E. Sterling Dean agency, Toronto, has been appointed advertising manager of the Gutta Percha and Rubber Company, Limited, succeeding F. Crosby.

J. S. Patterson with Chicago "Journal of Commerce"

Julian S. Patterson, formerly advertising manager of The Hupp Motor Car Corporation, has joined the Chicago *Journal of Commerce*, as automobile editor.

J. S. Harrison Joins Maison Agency

Joseph S. Harrison, formerly with the department of publicity of the Westinghouse Electric & Mfg. Co., has joined the L. G. Maison Co., Pittsburgh.

R. A. Holmes with Baltimore "News"

Raymond A. Holmes, formerly editor of the employees' magazine of the Crown Cork and Seal Company, Baltimore, is now on the advertising staff of the Baltimore *News*.

R. J. Davison Art Director of J. R. Mayers.

Robert J. Davison, formerly art director of the Federal Advertising Agency, has been made art director of The J. R. Mayers Co., Inc., dealer helps, New York.

News Account with Critchfield Agency

The advertising account of G. Ober Sons & Company, fertilizer manufacturers, Baltimore, is now being handled by Critchfield & Company.

Hartford "Times" Buys "Post"

The Hartford, Connecticut, *Post*, established in 1856, has been bought by the Hartford *Times*. The *Post* ceased publication on October 6.

A. C. A. Will Hold Convention

The Association of Canadian Advertisers will hold its seventh annual meeting in Toronto on October 20 and 21.



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

How the best known package in America was made

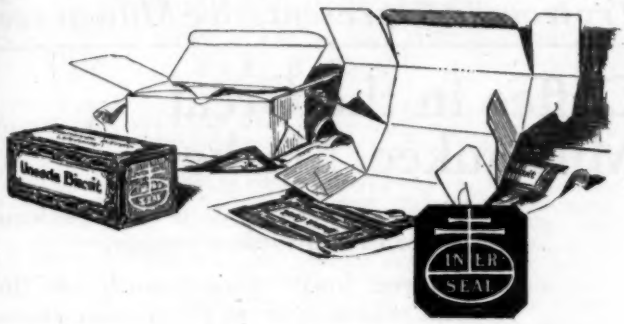
The Story of the success that revolutionized package merchandising

TWENTY-TWO years ago, when practically all food products were sold in bulk, the National Biscuit Company determined to market a soda cracker in a special individual package.

To make this venture a success, the package had to achieve two purposes. It must deliver the soda crackers to the consumer as fresh and crisp as when baked—otherwise national distribution would be impossible. It must also establish a distinct and permanent individuality for the product—otherwise national consumer demand could never be stimulated.

Much of the success of the whole scheme, therefore, depended on the making of a successful package. The National Biscuit Company called in the Robert Gair Company. The two firms worked side by side to achieve success—a success which would demonstrate the sound economy of marketing packaged goods by the million.

A folding box of the most economical size and shape—a wrapper design which would be permanently distinctive and prevent any possible infringement—a purple ink for the wrapper and a red ink for the In-er-seal which would be absolutely unvarying—special machinery to insure quantity production—every single element was worked out with the most scrupulous care. From the folding box to the



famous Uneeda label, that package was perfected in our factory—a package destined to become the best known in America.

Packages for a billion dollars' worth of merchandise

The first Uneeda campaign in 1898 was an important factor in establishing package merchandising as the modern method of large-scale selling. To-day numberless varieties of products are distributed in packages—cereals, fruits, tea, coffee, ink, safety razors, inner tubes, vacuum cleaners. We have made packages for them all.

This wide experience explains why last year over a billion dollars' worth of merchandise was carried in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. Our plant is the largest of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising

Try it out in Representative Milwaukee

Coffee in the Great Milwaukee Market

There are 1,837 outlets for a package coffee in Milwaukee proper.

Do you know what brands are the best sellers in these progressive stores—what the average price is—how many of these stores sell coffee substitutes—what the percentage of these sales is—what percentage of this coffee is ground in the store—how many people ask for coffee by name—how your coffee is selling in these stores in comparison with other brands—what newspapers these stores recommend for coffee advertising—how you can increase the sale of your coffee in Milwaukee?

Do you want to know?

The Journal can answer all of these questions. The Journal's Market Survey of the Milwaukee Coffee Market contains complete data of the situation in relation to your product. Write for detailed information and dominate the Milwaukee Market with the exclusive use of

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Silk Shirts and Salad

The "Vicious Circle" Is Tracked Down to Its Very End

By L. B. Jones

IT was a sizzler—one of those August days when all New York is minus its waistcoats and, for the most part, minus coats of any description. I had had to call at a half a dozen different offices, so near together as to make a taxi an extravagance, so far apart that I wilted as I walked in the shimmering heat.

At one o'clock, both warm and hungry, I entered the men's cafe in one of the best known hotels. The bill of fare had no fascination for me. The heat said: "Something cold"; the hunger: "Something solid."

"Chicken salad and ice tea," was my brief order.

"Bread and butter, sir?" queried Francois.

"Certainly"—and to myself, "I would have to pay for it even if I didn't want it."

The salad was excellent, the tea was freshly brewed and poured over crackling cubes of ice, the lemon was juicy, the sugar was clean, the rolls were crisp, the butter was sweet—and the check was two twenty-five.

Ordinarily I have a careless habit of paying such checks without looking at anything but the footing in red, especially when in establishments in which I have confidence. But Mr. H. C. L. was certainly doing something to me when a mere snack of a lunch cost two and a quarter. Aha, here it is, "chicken salad, one sixty." It used to be 75 cents in this same hotel, back in the days when bread and butter went free with every order and iced tea could be had for 15 cents. Reference to the menu proved that the waiter's check was correct.

Tipping Francois to the extent of a Canadian quarter he had brought with my change, I took my way out, muttering imprecations on hotel men in general, my late host in particular, and making the usual bromidic comparisons with Jesse James.

Now it so happens that, when in my early teens, I passed two golden summers and a fleecy winter upon a farm. During the many years of city life that have followed, there have been many dreams of those early days—day dreams in which the fields grew greener and the clouds softer. The willows down by the pond whispered to me of the yellow perch that were waiting, and the mountain ash swaying in the breeze beckoned to me in friendly fashion. The pippins and the pound sweets and the buckwheat cakes held out their lure. Those cakes, will I ever taste their like again? Made light with the "emptyin's" of the batter of the day before, they were baked over a quick, dry hickory fire until brown as the breast of a partridge. Deftly, Norah, the hired girl, spreads brown sugar and homemade butter over each savory cake, piles them in layers, four, yes, five high, and then from the broken-nosed pitcher pours great globs of yellow cream over the stack of bucks until they are fairly lost to view. And presently, with youth attacking, they are fully lost to view.

THE CALL TO THE FARM

And the sorrel colt of the velvet nose and the friendly nicker. In my day dreams she called me, and I wondered whether, if I had another farm, there could be found in all the world such another sorrel colt. These were day dreams, not nightmares, and the backaches in the potato field, the thistles in the oats, the milking at daybreak of a winter's morn when the wind raised white caps in the pail, the blisters on my hands, the wood that was sawed and chopped—all these were forgotten in the lapse of years.

And then came the back-to-the-land magazine stories where the gentle, mild-eyed heifer fills the glistening pail each shining morn

and dewy eve, and every industrious hen cackles proudly, in announcing to her master that she has performed her daily function.

The combination of day dreams and magazines proved my undoing. I was tempted and I fell. I bought a farm. It is still one of my most cherished liabilities.

The connection between that one-sixty salad and my bucolic adventures in contentment is just this: Two days following my business trip to New York I made my usual week-end journey to the farm, and the manager handed me a check for $144. It was accepted with the alacrity that I usually show in such matters, but, of course, I asked whether he had sold the farm or the cattle or the sorrel colt—yes, there *is* a sorrel colt, but "sorrel" being now strictly taboo at Long Branch, Newport and Madison Square Garden, we always refer to him as a "light chestnut," when in horsey circles.

Nothing of the kind—that $144 was the proceeds from the sale of ninety decrepit, non-laying, Oslerized old hens at one dollar and sixty cents each.

Immediately I began to make mental apologies to the hotel that I had been so cheerfully abusing. Two years before a similar batch of antiquated salad birds had been disposed of at 55 cents each, and in my boyhood days they would have, literally, brought just about the proverbial 30 cents.

THE LAIR OF THE GUILTY PROFITEERS

It was only a day or so later, at the club, that I heard a fellow-member berating the house committee for the increased restaurant charges. Naturally, I told the story of the salad and my Tiffany hens.

"Aha," broke in Algernon Livingston, our lawyer and most persistent argufier on the h. c. l., and most other topics, "now we have it. It is you farmers who are the profiteers. The country was at war and you dodged the draft on the claim that you must stay at home to raise the crops to support our armies and feed the starving millions of Europe. And all the while you are just a sordid lot of money-grabbers fattening on the misfortunes of others. The farmer—poof! He always puts the good apples on top; he's narrow, grasping, greedy, with no thought for anything but getting a mortgage on his neighbor and piling up enough so that he can end his days in idleness in the village—sitting around the stove in the general store, telling how the Government ought to be run and swapping horse lies. I haven't——".

"Hold on," I protested. "In the first place I haven't the honor, as yet, of being a farmer. I am only an agriculturist—but I have a word to say about hens.

"With wheat at two fifty and oats at one thirty and corn at twenty cents a peck—no, not a hen peck, a peck measure—it costs real money to raise hens. And they belong to the tightest union in the world. In December when eggs are around a dollar a dozen, they go on a seven-hour day—and the union rules are one egg per week—no, not one egg per hen per week—one egg per flock per week."

"Tut, tut," broke in Vanderslice, our most exclusive haberdasher, who sells silk shirts to the downtrodden workingmen at $18 each and charges an extra dollar for letting out the neckband, "I was reading only the other day of one small white hen—a Stetson hen, I think it was."

"A leghorn," I corrected him.

"Well, I knew it was some kind of a hat. Well, this white leghorn hat—hen, I should say—laid three hundred and thirty-three and one-third eggs in one year. She had a slight advantage, due to the fact that the record was made in leap year, thus giving her an extra twenty-four hours—but——"

"Hold on there, Van," I interrupted. "You aren't talking about real hens. That was a magazine hen, aided and abetted and financed by the back-to-the-land publishers, who get theirs out of the incubator makers, who get theirs out of the day dreamers, who try to get theirs out of

For Forty Years

POWER

has stood for power plant interests

Forty years ago the earliest progenitor of POWER was first published. The purpose of its founder, expressed in his own words, was: "To furnish those interested in the generation and transmission of power a good deal more information than they could possibly get in any other form for the money; and to afford a medium to power appliance advertisers which should reduce rates of circulation to the minimum."

Today, after forty years of service, POWER finds its original purpose unaltered—its aim unshaken to afford the advertiser the most influential medium and wasteless circulation reaching the power plant in every industry and application where power of any kind is used.

To reach these power plants through all the trade journals of the various industries in which power plants are found would prove enormously expensive. But when you advertise in POWER your advertisement in this single medium reaches 18,000 of these plants—and you know, too, that at them all of your advertisement will be read by a man who is responsible for power plant performance, and vitally interested in efficient power plant equipment.



POWER

Tenth Avenue at 36th Street New York

POWER is one of the eleven McGraw-Hill engineering publications.

the hens. Those magazine hens are brought up on malted milk and chocolate creams; they breakfast a la carte with Jersey cream on their cereal; they have omelette aux fines herbes for lunch, with club steak, creamed spinach and Bermuda potatoes out of season for dinner. I admit that they are denied chives in their salad because of the plebeian taste it gives to the eggs."

"Cut the josh," broke in Livingston, "and get down to tacks. If the farmer isn't profiteering on hens and eggs, then he is profiteering on the two fifty wheat, the one sixty corn and the one thirty oats. Come now, isn't that the truth?"

"No, it isn't even a half truth. The real truth is that many farmers are prosperous because they follow the plan of working sixteen hours a day and never spend a cent. Algy, you will spend more money in a week when you are in New York, at a client's expense, than the average farmer spends in a year. But there is one place that he *has* to spend right now.

"When I was a boy a farm hand met himself getting up every night when he went to bed. Breakfast was at six o'clock and all he had to do before breakfast was to milk eight cows, feed and clean the horses, feed the pigs, carry a pail of water or so and perhaps split a little wood. After lining his ribs with salt pork and potatoes, he was free, except for the dinner hour, to work in the fields until sundown, then do the 'chores' again, eat his supper and go to bed. Sunday morning and Sunday night the chores came just the same as on week days. During Sunday morning he tinkered around a bit, mended the harness, greased the wagon, rehung the barnyard gate and performed a few other light jobs. His pay was $18 a month and 'keep.' If he was steady and to be trusted, his further emolument consisted in being allowed to use the old gray mare to take his best girl 'buggy riding' on Sunday afternoon.

"Eight years ago when I purchased my 125-acre liability, he was getting thirty a month and shorter hours. To-day he gets seventy-five a month, kicks on over eight hours a day and turns up his nose at the large Ford touring car that is provided for his use on Sunday afternoon. I expect I shall have to turn my yellow Butts speedster over to him next."

Algernon Livingston, as I have said, is a lawyer. He is also a clever lawyer; he always appears to win.

"You are at the bottom of all this business, Vanderslice." He turned upon the haberdasher, with the professional gaze he always uses in intimidating witnesses, and shook a bony finger under his nose. "That farm hand has a brother who is a plumber, and a cousin who is a machinist and another cousin who is a soda fountain squirter. And they buy your eighteen dollar shirts and twenty-one dollar waistcoats and three dollar socks and motor out to see their country cousin and tell him how little they work (it's God's truth) and how much coin they get, and make him feel like even more of a hick than he really is. And what is the answer? We poor, underpaid professional men have to part with one dollar and sixty cents for a portion of salad so small that it wouldn't make a decent entree on the menu of that three-pound magazine hen you were talking about."

And the worst of it is that Algy was more than half right.

H. C. Blocker with Thos. Cusack Company

Honor C. Blocker has joined the sales staff of Thos. Cusack Co., and will make his headquarters at Cleveland. Before joining the Cusack organization, Mr. Blocker was advertising manager of the Republic Rubber Company for about five years; before that time, he was associated with the Goodyear Tire & Rubber Co. for several years as assistant advertising manager.

Represents Amsden in New York

The Amsden Studios of Cleveland has appointed Arthur Crawford as New York representative.

Quantity or Quality Circulation?

The greater number of newspapers in the advertising of their own product—newspaper space—seem to lay particular stress upon the quantity of their circulation. A very good argument, if a newspaper's circulation has other things to represent it besides quantity.

In most instances, however, there is not a word about the quality or buying ability of their circulation; quantity circulation, that is the beginning and the end—the entirety of their argument.

To our mind, mere bulk of circulation is not a good selling argument; quantity in itself means nothing; it is what it represents that counts.

In this connection we wish to make two statements: First, The Chicago Evening Post claims no largest circulation; second, The Chicago Evening Post does claim a class circulation.

By class we do not mean either the ultra rich or the essentially highbrow. By class we do mean people who have the quality habit, whether they are purchasing gladsome raiment or shoestrings or newspapers, and who are financially able to satisfy that habit.

They are sensible, comfortably situated people who appreciate the better things of life; with them quality comes first, and while no one is averse to saving, the price with them is a secondary consideration.

These are the type of customers the high-grade merchant likes to see in his store; their patronage is always welcome.

They are financially able to purchase goods of the better class, and that is the only kind they do purchase.

In figuring the ratio of readers to a newspaper we are extremely modest in our claim of over one hundred thousand daily readers of this class.

The class of advertisers one sees in the columns of The Chicago Evening Post tells the story of our type of readers better than any language of ours.

Think what it would mean to reach one hundred thousand of these people daily with the story of your sales offerings! You can do so only in their favorite paper—

The Chicago Evening Post

One of the Shaffer Group of Newspapers

Eastern Representative:
Kelly-Smith Co., Marbridge Building, New York.
Western Representative:
John Glass, Peoples Gas Building, Chicago.

Ask

Eastman Kodak

They Know

The

ALL FICTION FIELD

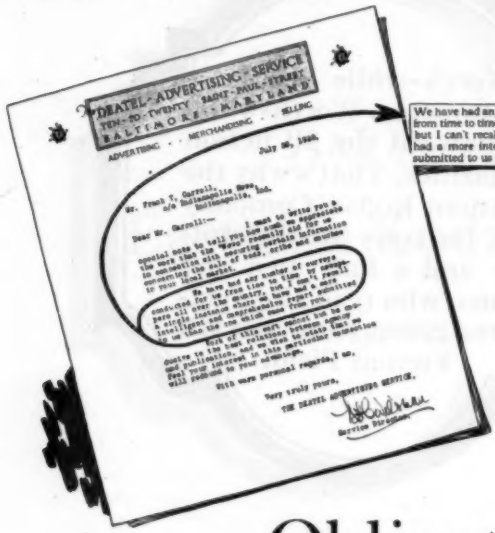
COMPRISING

Adventure	Detective Story	Smith's
Ainslee's	People's	The Popular
Argosy-All Story	Short Stories	Top-Notch

Worth-while people buy cameras. Worth-while people read the all fiction magazines. That's why the Eastman Kodak Company tells its story to the million and a half men and women who read the magazines comprising the All Fiction Field.

The
FIELD OF GREATEST YIELD
PUBLISHED BY
Doubleday, Page & Co.
The Frank A. Munsey Co.
The Ridgway Company
Street & Smith Corporation
MEMBERS A. B. C.

WHAT MAKES A GREAT NEWSPAPER?



One of the hundreds of such letters that have come to the News in the last five years

Obligated to Serve

THE News recognizes an obligation to manufacturer, agency, retailer and consumer alike, to see that as far as is possible all advertising published in its columns are not opposing conditions which would indicate failure. The merchandising work of The News is therefore unusual and very valuable to the advertiser.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Price Guarantee on the Grill

Manufacturers and Jobbers Thrash Out Their Differences Before Federal Trade Commission

Special Washington Correspondence

THE effect of the price guarantee upon distribution, sales methods, and advertising figured conspicuously in the discussions in the open forum with which the Federal Trade Commission wound up its hearing upon the insurance of prices against decline.

For upward of four years the commission has been endeavoring to determine whether, in the interest of public policy, the practice of giving guarantee against price decline should be denounced as an instrument of monopoly and unfair competition or encouraged as an influence for stability in trade. What was to develop into a highly controversial issue was first precipitated when a jobber made complaint against a manufacturer because the latter had refused to promise to protect him in the event that the market went off. Other angles of the subject were presented as soon as it became known that the trade body was pondering the ethics of the practice. By way of bringing matters to a head, complaints were issued against some half a dozen prominent national advertisers engaged principally in the marketing of packaged food products.

Late in 1919 the Trade Commission decided to invoke its favorite form of referendum, the "trade practice submittal," so called. Instead, however, of calling the interested parties to conference forthwith, the Commission distributed a questionnaire to thousands of business men and trade associations. The replies received afforded the basis for the discussion and cross-examination this month that crowded two days, and which are supposed to guide the Commission in authoritative determination of the merits and demerits of the plan of guaranteeing prices.

The information on current business practices brought forth disclosed the difficulty of arriving at a sweeping verdict on the propriety of price guarantees without danger of grave injustice to certain interests.

In certain trade lines the guarantee against decline was toasted as a blessing, while in others it was just as vehemently denounced as an incentive to overbuying and speculation, and a hobble upon price readjustment. Upward of one hundred business men ranged themselves in three camps. One was made up of those frankly in favor of guarantee against decline and favoring, for the most part, guarantees unrestricted as to time. The second group comprised those unalterably opposed to assumption by the producer of the price hazard. In the third contingent were found those who favor the price guarantee plan "with reservations," or who accept the idea of a limited guarantee. Trade opinion in a given line is not necessarily a unit on the issue. For example, some of the condensed milk manufacturers took their places in the second group while others favored but a limited guarantee, if any.

HOW BEST TO SERVE PUBLIC

In opening the conference, Chairman Victor Murdock pointed out that there are two avenues of approach to the problem before the Commission, namely, the economic approach and the legal approach. He emphasized that whatever the Commission does is done with the idea that the public will be served and he voiced the opinion that this is likewise the impelling motive of every far-sighted business man. In his view, the discerning merchant is not, in this day and age, primarily interested in passing out goods for coin. He is most interested in passing out service and receiving therefor good will.

A feature of the round table

discussion that elicited comment from the Chair and from a number of the participants was the absence of the "ultimate consumer," as such, and the meager representation of the retailers. John Brayshaw, of the National Association of Retail Grocers, was, indeed, the lone spokesman for the final distributors. His comment was adverse to the price guarantee. He expressed disinterest to a degree, inasmuch as no retailer, so far as he had been able to ascertain, had ever been "remembered" with a rebate upon decline. Sentimentally, he was opposed to the practice, in the belief that it has a tendency to prevent declines in price. "If enough people will guarantee prices," he commented, "prices will never decline."

The spokesman for the retail grocers made the charge that the guaranteeing of prices is done with no intention of reimbursing purchasers, but is merely a subterfuge to maintain an existing level of quotations. This accusation brought spirited reply from manufacturers of food products, one of whom cited that his company had, for more than one-third of a century, set aside regularly each year an appropriation to be used to make reimbursement against decline. Incidentally it was stated in extenuation that there is no reason for the price guarantee to extend to retailers for the simple reason that, under modern conditions of rapid turnover, retailers usually order in quantities so small that their losses must be insignificant even in the event of a violent price break.

The fact that this debate on price insurance occurred in the midst of a period of price recession in many lines logically quickened interest and was doubtless responsible in part for the large attendance. Current events supplied the text for much of the discussion. The collapse of sugar prices was a case in point. On the one hand, the idea was advanced that had the price guarantee system been in vogue in the sugar market the public would not have received the benefit of the decline. On the other hand, there was the theory that had price guaranteeing been in force, sugar prices would never have scaled the peak that they did. Sensational statements were made to the effect that the sugar situation has demoralized every industry that distributes through wholesale grocers—that the grocery jobbers have "absolutely stopped buying," regardless of whether they have stocks on hand or face stock depletion.

Contrasting policy in the retail automobile trade supplied another timely text regarding which discussion waxed warm between the champions and antagonists of supported prices. The latter found in the action of the automobile companies who have "guaranteed" prices for six or nine months a transparent determination to deny to the purchasing public its warranted share of the reduction in the prices of raw materials. Following that same line of discussion, H. W. Brown, representing the Pillsbury flouring mill interests, related how his concern would have faced a loss of $15,000 in one day had it undertaken to guarantee prices against decline and been caught by this autumn's falling wheat market.

A LESSON FROM SILK

A most illuminating analysis of price guaranteeing was given by James A. Goldsmith, first vice-president of the Silk Association of America. He related that his industry had just beheld a raw material market drop 70 per cent, and that if prices had been guaranteed the industry "simply could not have stood the loss." The spokesman for the silk interests insisted that a guarantee of price automatically and unconsciously maintains a price over a longer period. Many a man, he declared, will shut down his plant rather than give a rebate.

"It all depends on the capability of the sales force," was the significant dictum of Mr. Goldsmith in inventorying the possible havoc

Reader Confidence In The *Sunpapers*

is exemplified by the fact that Baltimoreans don't say "newspaper" — they say "*Sunpaper.*"

¶ For 83 years THE SUN has served Baltimoreans. In that time, folks have come to know its character as they know the inside of their homes.

¶ Such reader confidence is by far the most valuable asset THE SUN can offer you. It cannot be duplicated.

¶ That is why

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

of the price guaranty. In his vision, it requires only a sales force able to flood the country with goods backed by guarantee against decline to keep prices up indefinitely. In this connection he made a point that was reiterated throughout the discussion—the alleged injustice that is worked upon non-guaranteeing competitors by a sales interest that, through guarantee, loads customers to the limit. It was objected that buyers, overbought or supplied to the limit with the assurance of a price guarantee, constitute virtually a closed market, no matter what inducements of price or quality a seeker for trade might be willing to offer.

L. F. Boffey, representing 3,560 members of the National Association of Purchasing Agents, took a middle ground to the effect that it is sound policy for manufacturers to guarantee prices to customers on goods on which title has not passed. He thought that if prices be not guaranteed until date of delivery, buyers will hold off from long-time commitments. In this same connection the point was made that if the Federal Trade Commission is to set its face against the price guarantee it must, in consistency, similarly rule against the contingent clauses whereby manufacturers seek to reserve the right to advance prices to cover higher labor costs, taxes, etc.

Every voice from the jobbing field was favorable to the principle of the price guarantee. However, the recompense against decline appears, on its face, a one-sided boon, for the jobbers did not lack manufacturers who endorsed it because of its influence for sustained factory operation, steady flow of shipments and adequate stocks in the hands of distributors. W. T. Nardin, of the Helvetia Milk Company, made the most extended plea for the price guarantee as a market stabilizer. He saw no inconsistency in the manufacturer taking the long end. "If I am in a better position to carry the risk," he put it, "than the other fellow, I ought to take it, even if title has passed. He who best knows the hazard can most economically take the hazard."

Arguing that the presence of a price guarantee does not impede price reductions, Mr. Nardin stated that manufacturers of condensed milk have found that every time they have permitted prices or profits to become abnormal they have experienced a striking and sudden reaction in a slump in demand. His company's theory, he recited, was that its business could prosper "only if we deliver to the consumer the best quality at the lowest price."

Elected Officers of Thielecke Company

Charles W. Byrne, for seventeen years associated with Critchfield & Company, has acquired a stock interest in The Thielecke Company, Chicago advertising agency, and takes the office of vice-president. Mr. Byrne left Critchfield a short time ago to take a position with Williams & Cunnyngham, which he is now leaving to join the Thielecke Agency.

Derham Account with Donovan-Armstrong

The advertising account of Joseph J. Derham, Philadelphia, manufacturer of Derham automobile bodies, has been placed in the hands of Donovan-Armstrong, Philadelphia.

Vassar Chocolates in Southwest

The Loose-Wiles Biscuit Co. is carrying an extended campaign in newspapers in the Southwestern territory for Vassar Chocolates, to extend over the holiday season.

A. W. Pinnell Represents "Fashion Art"

A. W. Pinnell, formerly solicitor for the Corn Belt Farm Dailies, Chicago, has taken a similar position with *Fashion Art*, of the same city.

Floing Has Detroit Office

The Wilfred O. Floing Company, Chicago, has established a branch office in Detroit with C. J. Watts as manager.

New Wisconsin Agency

The Schaar Complete Service has been organized in Fond du Lac, Wis., to render agency service.

THE particular features exclusively provided for the advertiser in Theatre Programs are true in any city.

But it is only in New York where the volume is so tremendously large that this form of advertising alone can adequately cover the market.

The strength of any medium is gauged, of course, by its volume of circulation.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

as viewed by

J. Walter Thompson Co.—

"Your investigation report on the soap situation in New Orleans has arrived. Your Research Department has evidently done a very remarkable piece of work. It looks to me like the best work of this kind that we have received from any newspaper. Hearty congratulations."

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

FROM GOVERNOR JOHN M. PARKER:

Not a single factor is more responsible for my election than the splendid whole-soul support given by The Item and its staff. You have clearly shown the evils of Ringism, and a record of the votes shows that not only the city Ring but the country Rings have been overwhelmingly defeated by the people themselves. This marks a new era in Louisiana politics.

The fight is over and won, and the next is for a Constitutional Convention and a new constitution for the state of Louisiana, where your help and your assistance will be as much needed and appreciated as it is in this campaign.

With hearty good wishes, I am,

Very sincerely yours,

(*Signed*) *JOHN M. PARKER.*

THE NEW ORLEANS ITEM

Announces

The Occupancy of Its New Home

Facing in Union Street and running through to Perdido Street; between St. Charles and Carondelet

October First, Nineteen Hundred and Twenty

WITH modern equipment, abundantly adequate for all requirements; with ample floor-space for future development; THE NEW ORLEANS ITEM believes it will now enjoy the great growth which consistent service to its community entitles it

FROM MAYOR-ELECT ANDREW J. McSHANE:

The complete confirmation of Victory has just reached me. Naturally my thoughts turn immediately to those who have so faithfully stood by my side during this great fight for freedom from bossism. At the forefront of this long list of staunch friends and supporters I must place THE NEW ORLEANS ITEM.

You folks have been in this fight for years, and have never failed to put all your weight for free politics against the Ring whenever the issue has arisen. You were with me in 1912 as strong as you were this summer. This fight began last summer, and it will go on until our city is fully redeemed from Ring misgovernment with all its evil consequences.

In accepting congratulations from my friends, I, therefore, want to pass a goodly share along to you. On behalf of myself, and a freed community, I say a hearty Thank You—and wish you even greater success and strength.

(*Signed*) *ANDREW J. McSHANE.*

The LARGEST PAPER
In the State of Connecticut

The HARTFORD *Sunday* COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The HARTFORD *Daily* COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York — Tribune Bldg. Chicago.

The Standard Order Blank

American Association of Advertising Agencies to Issue a New Order Blank to Cut Down Waste

By Roy Dickinson

IT looks as though one of the old troubles in the advertising business is about to be overcome through the work of the American Association of Advertising Agencies. No longer, if the hopes of its sponsors are realized as they bid fair to be, will a space buyer of an agency with a highly individualistic rate card in front of him, be forced to call up the publisher in a distant city to have the rate card explained. No longer will the weary publisher have to read over sixty-two conditions in a contract and worry about numbers eight and fourteen, only to find that paragraph three had him sewed up tight. A publisher of what he considered a real newspaper in Oklahoma will no longer have to worry about why he doesn't get some of the business to which he feels confident he is entitled. For in the past it has actually happened that the publisher who has every reason for securing some business has had a rate card, highly individualistic in tone, which has made it almost humanly impossible for the space buyer to give him business without a long and lengthy investigation.

The issuance of the standard order blank has marked a new stepping stone in the better cooperation of agencies for the good of the business as a whole. It started in the summer of 1918 when a committee from the association took up the problem. At the start contract blanks, order forms and various data from eighty members of the association were obtained. These blanks were examined and their characteristics carefully tabulated with the best features of all kept in, as far as possible.

An attempt was then made to get one form that would be reasonably practicable for all these different agencies, and at the same time would meet the requirements of the individual publisher. The actual face of the blank was the easiest. The work was done and the form was ready to be issued in October, 1919. However, this by no means included the revision of the famous conditions on the back. At the the suggestion of publishers, the additional work was undertaken of a formulation of standard conditions that should govern all advertising contracts and orders. This meant that practically the writing of the whole code of practice and required serious attention and a very considerable amount of time upon the part of many people.

The committee from the American Newspaper Publishers' Association included Hopewell L. Rogers, chairman; Charles H. Taylor, Jr., Thomas R. Williams and Lincoln B. Palmer.

The committee of the Agencies' Association which conferred with this committee in New York consisted of Newcomb Cleveland, chairman; Collin Armstrong, John P. Hallman, H. A. Lebair and James O'Shaughnessy.

There were conferences and correspondence also with committees and officers of the Periodical Publishers' Association, John Adams Thayer, executive secretary; the Agricultural Publishers' Association, Frank B. White, managing director, and the Associated Business Papers, Inc., Jesse H. Neal, executive secretary.

In all these meetings it meant that the spirit of accommodation, patience and a give and take attitude were necessary to reach any result, and a result finally was accomplished with a set of twenty-five standard conditions mutually agreed upon. It is not claimed by anyone that the conditions as at present arranged are letter perfect

or final, but they do constitute a mighty good starting point. Real effort was made to have the conditions equitable to all parties concerned, publishers, advertisers and agencies, and to make the doing of business between these different factors in advertising as easy as possible. It is intended to have the new order forms in use for a year or two, after which time, or whenever it seems desirable, further joint conferences can be held with a view to a revision of the wording and adjustment of any matters that may seem to require attention.

An advantage claimed for the new card is that a publisher instantly knows that the order comes from an established, reputable agency. Of the 23,000 or more publishers in America, none receives its order from every agency, of course, so that it is assumed that each one receives a tremendously different kind of order, in different amounts and different specifications on the back. In this new case, however, every publisher in America will undoubtedly receive one of these new order forms within a month after they are issued, and they are about to be issued now. The blanks used by members of the American Association of Advertising Agencies will have a distinctive appearance, including horizontal rules across the top and bottom, but the wording of the conditions on the back will be exactly the same as in the case of agencies not members of that association. Identification of the blank itself will be by the phrase, "Form 'A'," and the year, "1920," which will appear prominently in the upper left-hand corner of the face and of the back.

The hope has been expressed by the American Association of Advertising Agencies that in order to make this standardization movement a success all publishers will require all their orders to be given on these blanks, for the sake of uniformity and to avoid discrimination, and more especially for the labor-saving result in their own offices. Orders coming in on uniform blanks can be examined quicker and will pass through the office more smoothly and with less liability to errors than if accepted on blanks of all sizes, shapes and styles of arrangement.

PRINTERS' INK is glad to present herewith the standard conditions governing advertising contracts and orders just as they appear on the back of the new standard order blank, "Form 'A'," and which have been adopted by the American Newspaper Publishers' Association, Periodical Publishers' Association of America, Agricultural Publishers' Association and The Associated Business Papers, Inc., in co-operation with the American Association of Advertising Agencies.

STANDARD CONDITIONS GOVERNING ADVERTISING CONTRACTS AND ORDERS

1. The subject matter, form, wording, illustration and typography of the advertising shall be subject to the approval of the publisher, but unless otherwise authorized in advance no change shall be made without the consent of the agency.

2. If the publisher is unable to set any advertisement in the type or style requested, he may set such advertisement in such other type or style as in his opinion most nearly corresponds thereto, and the advertisement may be inserted without the submission of proof unless proof is requested on the face of the order.

3. In daily newspapers, the advertising must appear in all regular editions issued on the date for which the advertising is ordered if received in time for early editions. Failure to insert in any particular issue or issues shall not constitute a breach of the contract.

4. Unless otherwise stipulated the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue, but he is not authorized to reduce or change the size of any particular advertisement without the consent of the agency.

The Detroit Stove Works is making an aggressive campaign for business in the Northwest through the columns of The Minneapolis Tribune. Particularly good selling copy marks the advertising being prepared and placed by the Green, Fulton & Cunningham Agency.

Lee Union-Alls are hitting the ball with big, forceful and strongly displayed copy in The Minneapolis Tribune. Union-Alls are manufactured now by the H. D. Lee Mercantile Company, of Kansas City, in its own Minneapolis factory, and the business of this company has increased in the Northwest more than 100 per cent since it started advertising in The Minneapolis Tribune. Ferry-Hanly Advertising Co. is handling the campaign, and "Judge" Ferry is giving it his personal attention. By the way, this company has just opened a branch in Chicago, with Clarence P. Hanly in charge.

The Federal Advertising Agency is putting out some very attractive copy for Weingarten Bros. & Co. In Minneapolis the campaign is running in The Tribune.

The Minneapolis Tribune is being used for the W. W. Kimball Company's advertising, placed by the Thomas M. Bowers Advertising Agency.

The Lucky Tiger Dandruff Company proposes to keep scalps clean for the people of the Northwest through distribution of its product by advertising in The Minneapolis Tribune. A Sunday schedule running for one year, placed by Frank Whalen, of the Potts-Turnbull Company, will turn the trick.

There is a rush of fall hat advertising in The Minneapolis Tribune. In addition to that of the Gordon hat, Corning, Inc., of St. Paul, is also placing a campaign for the Lanpher hat, and Geo. Batten Co. has sent The Tribune a strong campaign for the Mallory hat. Taken all in all the hat business should perk up right smart in the Northwest this autumn.

Robert E. Miller, Inc., is being advertised in The Minneapolis Tribune by the C. Ironmonger Advertising Agency.

No one need ride in an open car in Minneapolis and vicinity this coming winter—not those who read The Minneapolis Tribune, at least, and there are 116,427 of them daily and 130,904 on Sunday, because the Koupet Auto Top Co. is spending its good, hard money in The Tribune to convince Northwestern folk that a Koupet Top is just as good as a closed car. The Gardner Advertising Company is placing the copy.

Looks like some real "pep" was being injected in the railroads again, and it sure does seem natural to see their advertising in The Minneapolis Tribune, which was the big railroad advertising medium in the palmy days befo' the war. The latest company to get into the game in the Northwest through the columns of The Tribune is the Southern Pacific, with its allurring persuasion for Sunny California. Doremus & Co. is handling the campaign.

Once tried always used—that might well be the motto of The Minneapolis Tribune, for it is a noticeable fact that year after year one sees the same familiar ads in The Tribune, along with the new ones that come out. Kenton Pharmacal Co., from the Chas. H. Fuller & Co. Agency, and Wilson & Co., sent in by Wm. H. Rankin & Co., are recent examples of renewals.

Member A. B. C.

The Minneapolis Tribune

FIRST in its City — Is the oldest and best daily Newspaper published in Minneapolis.

FIRST in its State — Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

FIRST in its Federal Reserve District — Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

5. For advertising in daily newspapers the agency personally agrees to pay at the office of the publisher (or of his representative duly designated for that purpose) not later than the last day of the month following that in which the advertising is done if there is no cash discount deducted, or if cash discount, if any, is deducted, on or before each discount date specified on publisher's rate card, or, when not so specified, on or before the 20th of the month following, and for advertising in other publications in accordance with publisher's rate card. Bills may be rendered quarterly instead of monthly at the option of the publisher.

6. In all cases where date of payment is material, it shall be considered as the date on which remittance properly addressed to the publisher or to his representative duly designated for that purpose shall be deposited in the mail, if received by the publisher in due course.

7. The agency agrees to pay in the manner herein specified for all drawings, cuts or mats furnished by the publisher at the request of the agency for which a charge is made, and for composition if advertising is not ordered published, provided it is the practice of the publisher to charge for such service.

8. Cuts and mats shall be sent to the publisher prepaid. If they are not, the publisher may accept them, pay the carriage charges and bill the agency promptly.

9. A copy of each issue in which the advertising appears, or, at the option of the agency, the page therefrom containing such advertising, shall be mailed or otherwise supplied to the agency, which shall be deemed to have received such copy or page unless the publisher is notified in writing of the non-receipt thereof within thirty days after the date of publication. The publisher may mail or otherwise supply an affidavit of publication in lieu of a second copy or page containing the advertisement. Failure to forward or furnish such copy, page or affidavit shall not constitute a breach of the contract.

10. If at the end of the advertising period named in the order or upon the prior termination of the contract for any cause, the agency has not used the full amount of advertising ordered, the agency shall pay to the publisher such additional sum on all advertising so done as shall be equal to the difference, if any, between the price applicable to the amount of advertising ordered and the price applicable to the amount of advertising rates of the publisher governing such advertising, and upon such expiration or termination said additional sum shall become immediately due and payable. Short rate bills must be rendered within sixty days after the expiration of the contract period, or of the mailing of special written request by the agency for a final accounting, otherwise the publisher agrees to a settlement at the rate named in the original order. The order may be cancelled by the agency, or less space used, in accordance with the provisions of this paragraph.

11. Advertising in newspapers shall begin within thirty days from the date the order is issued, and a reasonable proportion of the space contracted for shall be used from time to time, consideration being given to seasonable advertising.

12. If additional space is used within the period covered by the contract, where the publisher has a schedule of graduated rates, the agency shall be entitled to the benefit of any lower rate earned, provided the agency shall have used in the period that has elapsed a pro rata amount of the total space to be contracted for.

13. Any bill rendered to the agency by the publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made thereto by the publisher or the agency within thirty days from the rendering thereof.

14. The publisher reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other

(*Continued on page 57*)



Why Haven't *You* Bought?

THE list of organizations that have used Industrial-Educational films in various phases of their work includes the Industrial leaders of America. *They* have investigated and tested and ordered—and reordered. With *them* Industrial-Educational films are a regular force in their sales and executive work.

Why Don't *You* Buy?

Is it because of retrenchment or lack of information?

We want to be investigated. Our best friends of today were the most thorough investigators yesterday.

What information can we send you?

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY
Offices and Studios: 230-232 West 38th Street

THE JEWISH

CANDY manufacturers have a market for their products in Jewish communities that shows a remarkably high per capita consumption of confectionery.

The two hundred candy jobbers in New York City sell more than 40% of their merchandise in the purely Jewish sections.

The million and one-half Jews of New York support over 4,000 stores where box and loose candy are sold—these in exclusively Jewish neighborhoods.

MARKET

THIS does not include the close to two thousand drug stores, most of which carry a line of the best advertised box candies, such as Maillard, Park & Tilford, Page & Shaw, Apollo, Huyler and other well-known brands.

Of chocolate almond bars alone the Jewish people of the city consume over $5,000,000 worth annually.

Here, then, is a market rich in possibilities, easily and economically realized through the Jewish press—the only medium for reaching the better classes, the buying classes, among the Jewish people.

Any of the Big Four of Jewish Journalism in America published in New York will give to any advertiser the enormously interesting facts about the Jewish market.

Jewish Morning Journal
Jewish Daily News *The Day-Warheit*
Jewish Daily Forward

The House Organ

IT'S the constant drop-drop-drop that wears away the stone.

That's where the house organ comes in. Through it you can talk each month to your dealers or customers as though they were in your own office. The house organ is an investment; not an expense.

We are prepared to plan, write, illustrate, print and mail house organs for business concerns.

Charles Francis Press

461 Eighth Ave., New York City

Telephone Longacre 2320

breach, or in the event of any violation on the part of the agency of any of the conditions herein named; and upon such cancellation all advertising done hereunder and unpaid shall become immediately due and payable, or in case of delinquency in payments the publisher shall have the right to change the requirements as to terms of payment for further advertising as he may see fit.

15. "Publisher's rate card" shall be understood to mean the rate card issued and in effect on the date the order is issued.

16. The rate stated in the order is the minimum rate at which an equal or less amount of space, for the same class of advertising, to be published in a like position, under the same conditions, within the same period of time, can be secured.

17. All rates shall be published. There shall be no secret rates or agreements affecting rates. All rates shall be furnished agencies if requested.

18. In dealing with agencies, the publisher shall follow a uniform policy to avoid discrimination.

19. Unless the publisher is a member of the Audit Bureau of Circulations, the agency shall be entitled, upon request, to a statement of net paid circulation verified by a certified public accountant, or in lieu thereof to the right to examine the publisher's circulation books.

20. The publisher, before transferring an account from one advertising agency to another during a contract period, may require an agreement by the agency which is to take over the order, or by the advertiser, to assume responsibility for short rate, if any, on the whole contract from the beginning.

21. If the words "guaranteed circulation," followed by an amount, appear under "rate" or elsewhere on face of order, circulation shall be considered guaranteed to the extent that if it falls short of the amount stated the rate shall be proportionately less. For the purpose of any adjustment under this provision, "circulation" shall be average net paid circulation for the period covered by the order, according to the standards of the Audit Bureau of Circulations in effect at the date of the order.

22. Where cuts or electrotypes furnished by the agency occupy more space than specified in the contract or insertion order, or when cuts do not arrive in time for scheduled insertions, the advertising shall be omitted.

23. Advertisements ordered set in "space as required" shall be measured from office ad. rule to office ad. rule.

24. A waiver by the publisher of any default or breach by the agency shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.

25. Any changes made in the above "Standard Conditions" shall apply only if mutually agreed upon.

First the standard rate card—now the standard order form. They represent a tendency among agencies which is interesting and significant.

Some years ago certain agency secrets were guarded jealously in safes. To-day they are passed out and pooled for the benefit of all. Any industry prospers in direct proportion to the amount of co-operation put into it.

The American Association of Advertising Agencies is to be congratulated on its work with other organizations in the advertising and publishing business to cut down waste, and in co-operating to make the tried practices of individual agencies the common property and custom of all who wish to use them.

A. D. Donnaud with Sealy Mattress Company

A. D. Donnaud, formerly sales manager of Thos. Cusack Co., at Indianapolis, has been made assistant general sales manager of the Sealy Mattress Company, Sugar Land, Tex.

V. C. Kylberg Made Navy Sales Advisor

V. C. Kylberg has been appointed sales advisor to the Navy Department. Mr. Kylberg has recently been acting head of the sales section of the United States Shipping Board.

How Wheatsworth Biscuit Displaced Entire Line of Crackers

Whole-Wheat Product, Which Experts Long Held to Be Mere Crazy Notion, Swiftly Found Big Market Ready

By Edward T. Tandy

IT frequently happens that advertising enables a manufacturer to effect considerable saving by bringing about a reduction in the number of the varieties of his product. Often it happens that one success evolves an entire family of successes. It is rare, however, that the supposed Ugly Duckling of the family by itself alone converts a struggling business into a successful one.

Yet that is what the Wheatsworth Biscuit has done for the F. H. Bennett Biscuit Co., of New York. At any time during the two years of experimentation which produced Wheatsworth, it certainly did look—to everybody except its devoted and determined parent—as though the 100 per cent whole-wheat biscuit would never come to anything. Then Wheatsworth became not only an actuality, but an instant and big success—and quickly it ousted all the other members of its family.

F. H. Bennett was for many years with the National Biscuit Company. Eventually he started in business for himself as a biscuit manufacturer, making an entire line of table crackers, animal, soda, 5 o'clock tea, iced, sweet, every popular kind, to a total of close upon a hundred varieties. He made no attempt to get into the package end, but sold in bulk to the grocers and did a good business. But competing with the big fellows by cutting prices to the little fellows was a struggle at best and always precarious, for it was, of course, impossible to build up anything like consumer good will. The price, and with it the business, was always at the mercy of the buyers.

Then suddenly, about ten years ago, Mr. Bennett was, as his friends put it, "bitten by the brown bread bug." As a matter of fact, he was looking for something really new in the way of a cracker—something that would be at once both his own and advertisable—something upon which he could build up a real business and which would become independent of price cutting and its never-ending battle. He had become a confirmed believer in the whole-wheat idea. He decided that the something he needed was a whole-wheat biscuit.

Mr. Bennett was convinced that if he got such a biscuit he would have a biscuit that would be a perfect product in every way for his purpose. It would be new. It would be exclusive. It would be delicious. It would be a complete and perfect food. And, unquestionably, it would be advertisable to the highest degree. He tried to make such a cracker, but apparently, it could not be done.

A little thing like that could not deter Mr. Bennett. He determined to keep on trying. The secret of the baking difference between whole-wheat flour and white flour was hard to discover, and the way to overcome it was harder still to find. The problem was solved only by gradual approach, by repeated experiment. These experiments were carried out by Mr. Bennett and his foreman, both of them old hands at biscuit making. Nearly every night for two years they went home disappointed. But they got it at last. What is more, they had invented something that could be patented.

Meanwhile, Mr. Bennett had made the acquaintance of a well-known pure food expert, himself a whole-wheat enthusiast. Mr. Bennett's first successful cracker was a fifty-fifty one—half whole-wheat flour, half white flour. "No

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of The Hartford Times

HARTFORD is conceded to be the Insurance Center of the world. The assets of the giant companies which have their home offices here total $732,550,980.11. The premium income for 1919 was $281,362,218.35. Naturally, Hartford with these big insurance interests, becomes a financial center of no little importance. Its per capita wealth ranks as one of the greatest in the United States.

The many high-salaried executives and well-paid employees of these insurance companies create a great buying power.

An advertising campaign that does not include Hartford in its schedule neglects a great oppotunity, for Hartford is truly a community that reads and believes in advertising. The entire field (Hartford County) is dominated by one great newspaper—

THE HARTFORD TIMES

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York

Lytton Bldg., Chicago

good," said the expert. Eventually a seventy-five-twenty-five cracker, only one-quarter white flour, was successfully baked. "Better, but still no good!" the expert ruled. At last came the cracker with no added white flour. But Bennett's joy was quickly dashed away again, at any rate for a time.

"How do you know that it is relaly 100 per cent whole-wheat!" really 100 per cent whole-wheat?" sort of tone. "I know it," returned Bennett, "because I did the making and baking myself, and the flour I used was just as I bought it." "That's no proof that it is 100 per cent whole-wheat," the expert asserted; "let's examine the flour and see." And the flour proved to be only "alleged" whole-wheat flour.

Mr. Bennett was sufficiently certain that he had found the correct method of mixing and baking. In order to be quite sure, also, about the flour, he bought a mill and ground his own flour. "Wheat's worth it!" the enthusiast said. And there sprang up the name of the cracker.

At first the Wheatsworth Biscuit was only another addition to the big cracker family of a hundred varieties. But gradually the less-called-for kinds were dropped one by one. Within four years Wheatsworth had crowded out the entire family and was even demanding a larger factory for itself alone. Twice since then the factory has been enlarged, and is now being enlarged again—and the Wheatsworth Biscuit is the only cracker now made by the company.

By the time that the whole-wheat cracker was ready to be marketed, an improved carton had been devised, together with the necessary machinery for doing all the work of packing and sealing automatically. It is claimed that this carton keeps the biscuits as fresh as even a sealed tin could. It does not rely solely on the folding of itself and lining to keep the air out—it opens only at the ends, and those ends are made air-tight by being gum sealed.

To meet any complaint that may arise, every carton is automatically embossed on an end flap as it is packed by the machine. Reference to the records belonging to the embossed letters and number tells the entire history of the cracker until it left the factory.

Very little advertising could be done until the size of the factory had been increased. Breaking into New York presented no difficulty to Wheatsworth. Larger space is now being used in the New York newspapers and, on the reputation formed in New York, backed by sampling, the product is selling in every city in the East and Middle West.

As a consequence, F. A. Hartwell, advertising manager of the company, does not hold the view, sometimes expressed, that New York is the hardest of all places to break into with a new product. But he adds the precaution that it is the worst place in the country in which to make a mistake, because nowhere else will a mistake be so costly and so difficult to retrieve.

The sampling done for the biscuit is done exclusively through the grocer and in the grocer's store. Attractive counter tins are supplied with Wheatsworth packed singly in transparent envelopes to which the grocer's customers may help themselves. In the larger stores, and in branches of the chain stores, which now carry Wheatsworth, the demand was established by placing an agent in the store for a while to invite customers to taste Wheatsworth—and of course the agent had a good selling story to tell.

From the manufacturer's and advertiser's points of view, however, Wheatsworth forms a striking example of what can be done by finding the right member of a large family of products and putting the big push behind that member. Alone, it has made a fine business, to whose growth there is hardly any limit—a hundred varieties of crackers no different from other crackers led to only a struggle for existence.

Results Spell Renewals

BEFORE leaving these shores for an extended trip to Europe, Mr. Jesse Strauss, the well-known and shrewd head of R. H. Macy & Company, took good care to renew his advertising contract with the NEW YORK AMERICAN, regardless of the fact that this entailed a considerable raise in his advertising rate.

Mr. Strauss is only one of a large number of advertisers who have renewed their contracts with the NEW YORK AMERICAN, having discovered by consistent use the remarkable pulling power of this paper.

Not only has every single contract due for renewal been so renewed, but a large number of important *new* advertising contracts have been made by the American within the last few months, including, for instance, such important advertisers as Knox Hats, Gillette Razor and some New York Stock Exchange houses, like Bache & Co., H. F. McConnell & Co., Shuman & Seligman, Chandler & Co., etc., etc.

Renewals follow Results. It pays to advertise in the NEW YORK AMERICAN. Some find it out sooner—some later.

Street &

Take the *Guess* out



Street & Finney, *Inc.* (Est. 1902) Advertising Agents

Finney
of *Advertising*

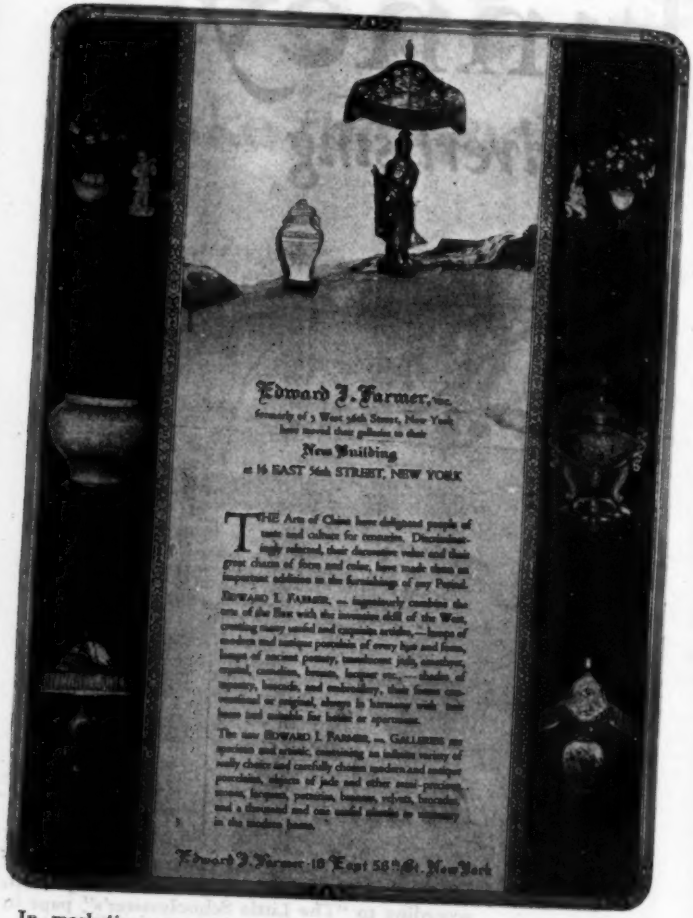
News:

That Street & Finney has taken the guess out of advertising The Fleisher Yarns seems proven, according to "The Little Schoolmaster's" page in September 30th Printers' Ink. Did you read it?

171 Madison Avenue, New York

Appealing to Newspaper Readers Able to Buy Objects of Art

E. I. Farmer, a Large Importer, Uses Saturday Graphic of New York Evening Post



In marketing expensive porcelains through advertising the treatment of the subject and selection of the medium are of almost equal importance in making those that can *afford* to buy, *want* to buy.

Strong "Quality Appeal" in above copy is plainly demonstrated, and—in the Evening Post—aimed at an audience with means to buy.

Delays in the Patent Office Hamper Business

An Ex-Commissioner Reviews Present Conditions and Suggests Needs

By C. H. Claudy

ONE of the places where team work between politics and business proves most beneficial to all concerned is in the United States Patent Office at Washington, D. C. Yet so difficult has it proved to interest the people's representatives in the work of this division of Government that it is getting farther and farther behind with its work, and so little is offered for the services of the able specialists which the exacting duties of the office require that they are leaving to go into the more remunerative fields of industry. Among the recent departures is that of James T. Newton, Commissioner of Patents.

Mr. Newton was asked to point out where business men of the country were most affected by the work of the Patent Office, and what, if anything, business men could do to improve the efficiency of the office which is in charge of all the valuable letters patent and trade-marks of the country. The system of handling the important matters that come to the office, Mr. Newton does not think could be much improved. "The primary needs of the office are men and money," he said; "if we had the latter, we could get the former. So our chief trouble is one of finance." And as to any immediate remedy the ex-Commissioner was not optimistic, for as he explains there is little in sight:

"The reorganization bill," he said, "which has passed both Houses of Congress and only needs agreement now to go to the President for signature won't help matters very much. It would help the administration materially if it could have more help, but I do not believe that is likely to happen. The Patent Office is away behind; trade-mark cases may be months between the application and action, patents may lie in the office a year before they are reached. But conditions are such that little improvement will be realized for many years to come, just as it has delayed for many years past.

"We tried to enlist the aid of those interested. We mailed over 35,000 letters to inventors, asking them to tell their Congressmen the truth of the conditions in the office as they had found them. Many of them did. Senator Smoot, who opposed the Reorganization Bill, said to me, 'but it won't do any good if I *do* oppose it. You certainly ran a good propaganda. I have a thousand letters and telegrams telling me not to oppose the bill.' Yet in spite of the fact that every inventor is interested and that many wrote about the bill, we are not getting, in the bill, anywhere near what the Patent Office really needs.

HARD TO DRUM UP INTEREST

"The great business concerns are interested each in its own trade-mark, and not in anything else. Most great businesses built around a trade-mark are built around just *one*. What special interest has the X. Y. Z. Company in any other trade-mark than its own? Why should it worry about the working of a trade-mark office it may never use again? Why should the man who makes a fortune selling 'red triangle' cough drops care about us? He won't want to register a blue circle or a green square."

"Then you think conditions are never to improve?"

"Oh, not at all. 'Never' is a long time. When times change, men may want to serve again for the salaries paid. Just now the Patent Office is busy as never before in its history. There will be more than 90,000 patent applica-

tions this year, I think. Partly this is due to prosperity, partly because many people are willing to put money into patents and invention development to escape the income excess profit tax; partly because labor is so high priced there is a great incentive to invent and perfect labor-saving devices, partly that many people have more money to spend on such things as patents than they ever had before. So the office with the depleted force and a large labor turnover is doing its heaviest year's work. In the trade-mark division they should have at least twenty more people—the new bill gives three or four. A man may wait months now to register. If he wants to trade in South America, he can't, if the mark he wishes to use is not registered there—yet he can't try to register it there until it is registered here. Yet the Government says we ought to do all we can to foster trade with South America."

"What will bring about improvement in conditions?"

"A friend at court will do much. We get them, every now and then, some powerful Senator or Representative who has not only the interests of the Patent Office at heart but is well enough informed to talk about it, answer questions, and convince colleagues. But until we get such a man on the hill interested, it is not likely that we will ever have enough workers or have them paid enough. You see, just *any one* can't do the work. Remember that an inventor is ahead of the text books and knows more of his specialty than the college professor. Take a man specializing in electrical generators or wireless mechanisms, or some of the more abstruse chemistries; he knows more of his subjects than any one else. Give his case to a patent examiner who isn't widely and well informed, and he will make a mess of it. Patent examination in the office is expert work, intelligent work, performed by a corps of experts, all highly trained and finely educated. No wonder they leave, grabbed up by great industrial concerns able and willing to pay them several times what the Government will pay them."

"Yes," I said; "sometimes a Commissioner resigns."

"Don't make any mistake about that. The Commissioner is not so very essential to the working of the system. The Patent Office is largely automatic. It has been doing just one set of things for a great many years, and has developed its system of doing that thing to a fine point. The Commissioner does not have so much to do with the working of the system. He can be of great value in representing the office before Congress, and of course there are certain matters that a head must decide, but as a cog in the machinery he is by no means so important as the Chief of a Division.

"The building is plenty good enough and plenty big enough for fifty years. Yes, there is a danger of fire, but would there not be in any building, where paper records are kept? It isn't the building, it's more people and better paid people which the office needs to get its work up to date, to stay up to date. As it is, it is dropping further and further behind all the time. Each year sees it a little further down and it's a little harder to get swift action on a patent or a trade-mark.

SPEAKS A GOOD WORD FOR THE SYSTEM

"But of the system as a whole I have nothing to say that is in criticism. The millennium would see us with plenty of well paid workers. We will never have a millennium. It is true that the Patent Office pays a surplus into the treasury every year; it charges more than the labor costs to do the work. But Congress is not interested in a bureau or office serving no more votes than the Patent Office serves, to any greater extent than enough money to keep it going. Of course Congress recognizes that the fundamentals of our industrial life rest on patents, and that many businesses are built on trade-marks. But it does not see why the Patent Office should have to work up to the minute all the time, and so far no

Thumb-Nail Sketches of Washington, D. C.



Washingtonians Bank a Lot of Money

THERE are 37 Banks and 6 Trust Companies in Washington that take care of the savings of citizens with the greatest per capita wealth to be found in any city in the United States.

And as to the volume of this class population, Washington is the country's 14th city.

The most of the best of this population read The Washington TIMES, the city's only 3 cent daily newspaper.

The Washington Times

The National Capital's "Only 3c Newspaper"

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

one has convinced it of the expense of delays.

"It has been suggested that the new retirement law which automatically severs from the service those seventy years of age will benefit the office. The exact contrary is true, in my opinion. Remember the staff of the office is composed of thinkers, educated intellectuals, men expert because they have spent a lifetime in their work. To send these men away when their experience is at its ripest will not benefit the office. On the contrary, it will hurt it, and it will hurt them. I know of one suicide and two deaths as a direct result of removal from office for cause, and I see nothing in retirement because of age to soften the blow to men who have given their best, at small pay, to the most arduous and exacting service.

"But the Patent Office will go on, and go on well, in spite of these things which work against it, because it is an indispensable part of the Government and our country's prosperity, and while there are many things about the administration of patents which could be improved there is little, in the *system*, in my judgment, which could be much bettered."

L. J. Hannah with Klau-Van Pietersom-Dunlap

Lester J. Hannah, formerly in charge of the sales promotion and research departments of *Orange Judd Farmer*, *Northwest Farmstead*, *New England Homestead*, *Farm and Home*, *Dakota Farmer* and *American Agriculturist*, has become a membr of the copy staff of the Klau-Van Pietersom-Dunlap Agency, Milwaukee.

Malton Joins McConnell & Ferguson

A. R. Malton, formerly an executive with the Bank of Toronto, has joined the staff of McConnell & Fergusson Advertising Agency, Toronto and London.

G. N. Wallace Heads Hoyt's Copy Staff

G. N. Wallace, who joined the copy staff of Hoyt's Service, Inc., a year ago, has been made head of the copy department of this agency.

Western Advertising Golf Tournament

At the closing tournament of the Western Advertising Golfers' Association in Chicago, Ray G. Maxwell, with 46—44—41, won the prize for low gross at twenty-seven holes, and also the greatest number of chips in the second flight. The prize for low net lodged with A. S. Putney, who had a reduced card of 121 for the day.

R. G. Maxwell was elected president at the annual meeting, which followed the dinner. Other officers elected were: First vice-president, E. D. Wheeler; second vice-president, Wallace Patterson; secretary, Robert Johnston; treasurer, Harry Dumont. Directors: P. E. Faust, Merrill C. Meigs, H. B. Fairchild, D. C. Thomas, S. Y. Ball, Homer Buckley, Guy Abbott, and G. C. Pierce.

National Advertising Appeal for New Salesmen.

The Federal Motor Truck Company, Detroit, uses a portion of its space in national advertising to recruit salesmen for Federal dealers.

"Federal dealers, everywhere, need more salesmen," says the copy. "The rapidly increasing demand for Federal Trucks must be met promptly by immediate additions to the present Federal sales force. The opportunity to ally yourself with a permanent, profitable business enterprise is yours NOW. See the Federal dealer nearest you or write the Federal factory."

Austin Machinery Corporation Appointment

H. A. Hooker, formerly with Vanderhoof & Co., Chicago advertising agency, has become advertising manager of the Austin Machinery Corporation, of New York and Chicago, manufacturer of earth-moving and concrete-mixing machinery. The company is a consolidation of the F. C. Austin Machinery Co., Inc., Linderman Steel & Machine Co., F. C. Austin Drainage Excavator Co., Toledo Bridge & Crane Co., and the Municipal Engineering & Contracting Co.

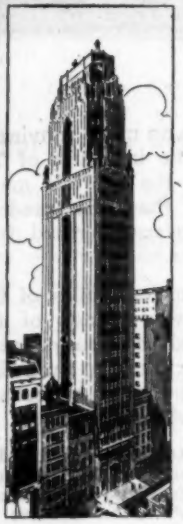
Four New Accounts with Allen Agency

The advertising accounts of The Binney & Smith Company, "Crayola" crayons; Rubberized Sheeting & Specialty Company; Bonat Products Company; and Low & Hughes Golf Shop, all of New York, are now being handled by the Allen Advertising Agency, New York.

W. B. Stark with Allen Agency

Walter B. Stark, recently with The Harry Porter Company, New York, has joined the staff of the Allen Advertising Agency, New York.

THE FIRST 500,000



SENTIMENTALISTS have had their say about the League of Nations. The Presidential campaign has placed it squarely before the nation as a political and business issue. And for this reason, Irving T. Bush, one of America's biggest business men, has consented to answer the question: "Are We a Nation of Quitters?"

It is an illuminating analysis of the situation. It is interesting because Mr. Bush was big enough to conceive the Bush Terminal. It is all the more interesting because Mr. Bush is still big—big enough, for instance, to reverse his own former opinion of the League. You will want to read this feature and others in the October 16th issue of

LESLIE'S

HALF A MILLION
GUARANTEED

THE FIRST 500,000

THE GAUGE OF EFFECTIVE

THERE can be no more convincing evidence of the influence of The Iron Age among the world's metal-working interests than the hundreds of appreciative letters received from satisfied advertisers.

They come from companies of first importance in every branch of this great field, signed by busy executives,—voluntary tributes to the selling power of The Iron Age advertising pages from men who know.

One of these letters is reproduced in The Iron Age each week. Read them yourself—always on page four—and measure the ability of this publication to serve you by the expressions of those who are now profiting by it.

The Iron Age covers a diversified field, embracing the entire range of metal-working industries, producers of iron, steel, and non-ferrous metals, manufacturers of machinery, machine tools, finished metal products; ship builders, railroads, mine operators, foundries, machine and forge shops, etc.

If you have anything to offer companies in this greatest of industrial markets, and are not using this medium to reach your trade, profit by the experience of those who do. Let us send you copies of a few letters from successful advertisers in your own or kindred lines.



What Some Advertisers Say:

"$50,000.00 order from first advertisement."—*A Brass, Bronze and Copper Mill.*

"Appeals to overseas buyer have brought us most satisfactory results."—*Exporter of Iron and Steel.*

"Business doubled each year since advertising in THE IRON AGE."—*Manufacturer of Wood Block Flooring.*

"Results steadily cumulative and demonstrable."—*An Industrial Engineer and Building Corporation.*

"Most efficient factor in creating sales in our line."—*Manufacturer of Automatic Screw Products.*

"THE IRON AGE brought 86 inquiries, and all other papers combined brought 88."—*Manufacturer of Industrial Heating Devices.*

"Inquiries which culminate in orders originate from THE IRON AGE."—*A Machine Tool Manufacturer.*

"In a large measure responsible for the growth of our organization."—*Manufacturer of Special Machinery, etc.*

"Reaches the cream of the buying influence."—*Manufacturer of Cranes and Hoists.*

"Inquiries of exceptionally high quality."—*Manufacturer of Leather Belting.*

"Results . . . sure and steady as clock-work."—*Foundry Equipment Manufacturer.*

THE IRON AGE

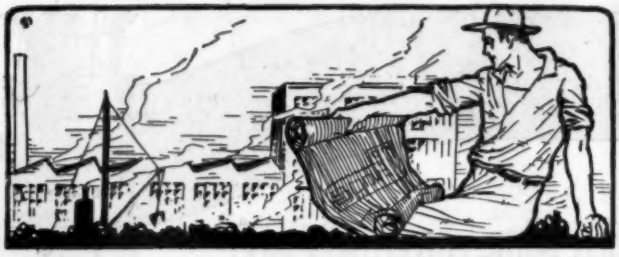
The World's Greatest Industrial Paper

Established 1855

239 West 39th Street New York

Charter Member A. B. C. and A. B. P.

SERVICE



Housing the Textile Industry

THE Textile Industry spends millions of dollars a year for new construction and reconstruction. This is not to be wondered at when one realizes that this industry leads all others in the number of large establishments employing more than 250 hands each, and that many of the 8,500 Textile Mills own complete villages and towns in addition to their factory buildings.

More new textile mills were constructed in 1919 than in any one of the previous ten years, with the exception of 1917. The record for 1920 will probably surpass that of last year.

Here is a rich field for the Builder and the man who sells building materials.

That the opportunities in this field are not being overlooked is shown by glancing through the advertising pages of TEXTILE WORLD, which is read by the men who control over 90% of the purchasing power of the industry.

It will be discovered that there are 36 Builders, Engineers and Architects who regularly advertise in TEXTILE WORLD, in addition to more than 100 concerns who sell building materials.

If you are interested we would welcome the opportunity of discussing the possibilities for the sale of *your* product or service in this industry.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Finding Enough Ideas to Go Around

A Real Problem Is Involved When Many Campaigns for a Like Product Are to Be Evolved—What Happened in the Case of Piston Rings

By W. Livingston Larned

THE conference had continued for almost two hours and everyone was exhausted from cigar smoke and argument.

A new account had come up for discussion. It was a piston ring, and the appropriation was sufficiently generous to permit of many advertisements.

The client was a firm believer in illustrations. Moreover, he did not think well of duplicating one illustration throughout a month's schedule. He contended that each different medium deserved and even demanded a characteristic type of embellishment and text appeal.

The conference in question had been inspired by the production department. What could be done in the way of something new, pictorially? Three-fourths of those present admitted that it was a staggering problem.

Everything that could be done had been done. There was a portfolio of clipped advertisements of other piston-ring campaigns to prove it pretty well.

"It's my suggestion that we run a series in which the rings are shown 'on location,' said the production manager. "Comparatively few persons know where a piston-ring really operates. In order to sell them the idea of being interested enough to specify a certain ring, when a car is being overhauled, it is first necessary to explain what a ring does and where it does it."

And then the automobile expert chipped in.

He had been an intent listener from the start, and had said little. Yet he was the man who must write the copy, for he knew cars backward and had taken them down enough to cover his subject with understanding.

"If you'll allow me to say so," he began, "I think we are rapidly reaching a period in American manufacture and American advertising when something must be done to clarify the atmosphere. I think the public is becoming confused. I'm almost certain of it.

"The piston-ring is a fair example. Have any of us considered the campaign from this important angle: the trade publications and many general periodicals carry as many as twenty different piston-ring campaigns. There is very little difference in piston-rings. They look pretty much the same and their fundamental action is the same. The same is true with tire advertising and spark plug campaigns and copy for carburetors and magneto systems.

"It just so happens that I have made a study of piston-ring advertising. I have deliberately gone out into garages and repair shops and to private owners for some first-hand information.

THE MARKET THAT IS OPEN FOR PISTON RINGS

"I will concede that the point mentioned a few minutes ago is true. Only one motorist in twenty-five knows the function of a piston-ring. It's merely another accessory, another part. They need instruction. There are two outlets for these sales and two markets only, aside from standard equipment wholesale specification.

"You can sell a certain ring to the mechanic who takes a car down and finds that it needs two rings. Or you can persuade the car owner to tell that mechanic to have the man put in a certain ring. The latter scheme is being tried just now.

"The car owner, especially if he is a new one, is timid when it

comes to telling a mechanic how a car is to be repaired and what parts should go into it. He leaves that to the expert. He figures that a repair man knows more about it than he could. But past advertising enterprises have shown very conclusively that you can talk the consumer into specifying a certain unit and doing it in no uncertain terms.

"Now in this matter of piston-rings. How many of you have taken the trouble, before you came into this conference, to look up all the various piston-ring campaigns that are running at this very time?

"I have," continued the automobile man, "and it surprised me to find how much competition we have. In America, someone has always tried to go someone else one better. Imagine the state of mind of the consumer, when, suddenly interested in piston-rings, he discovers there are easily twenty-five leaders, all claiming that their ring is *the* ring, the best, trigged out with a patent feature that makes its use well-nigh imperative.

"Obviously, its a case of the survival of the fittest. The campaign which presents its case the most convincingly is the one that will do the lion's share of the business. Just think what a responsibility an advertising man holds in his hands, then, when he plans a campaign of this character. Advertising for that which stands alone and has no counterpart on the market is comparatively easy. We have a more serious job.

"I, for one, am opposed to conventional copy and designs. The day for that is over, in an overcrowded market. However beautifully we do what has been done, it will not sell the goods. In this class I would place mere retouched pictures of rings, with swiftly moving cars whizzing through them. High art will not drive home hard facts. If ever



IN A HIGHLY COMPETITIVE FIELD THIS ADVERTISER SUCCEEDS IN FINDING AN APT COMPARISON AND TRAPPING HUMAN INTEREST

reason-why was necessary, it's in the advertising of a product that is done to death and that is hedged in by competition.

"But we find piston-ring campaigns taking the next step. Engineers who study out and devise these rings have their pet catches, openings and shapes. These help the advertising writer and artist. They take the argument away from 'merely a ring' and permit of talking elements of difference. But when the car owner finds that there are two dozen different rings, each supplied with its own

In Greater Kansas City there are

99,499 Families

(Estimated on Basis of 1920 Census)

In Greater Kansas City The STAR has

111,530 Subscribers

(Exact City Carrier Circulation Evening, Sept. 30, 1920)

This does not take into account street sales, counter sales or news-stand circulation—nothing but the papers that are delivered to the homes of Kansas City people by the Star's exclusive carriers.

In addition The Star has a suburban circulation of 21,431 subscribers and an out-of-town circulation of 70,602 subscribers.

Street sales, 11,962 copies.

THE KANSAS CITY STAR

Average Net Paid Circulation during September:

Morning	*Evening*	*Sunday*
210,019	214,111	213,748

Chicago Office
1418 Century Bldg.

New York Office
2 Rector St.

individual exclusive hook or crook, the confusion of mind and choice begins.

"I want to go over hurriedly some of these very campaigns. The Gill Ring features the phrase 'It's in the joint.' It is of one-piece concentric construction with tightly interlocking step-joint.



THIS ADVERTISER REALIZES THAT IT IS THE PACKAGE OF RINGS THAT IS TO BE SEEN BY AUTOMOBILE OWNERS—NOT THE RINGS THEMSELVES

Feeling that even a patented feature was not enough to catch attention, the manufacturer has created a trade-mark character known as the 'Gill Man.'

"The Inland ring has gone about its latest campaign in a very simple, direct and catchy manner. The Inland is built on the principle of the spiral cut—with the tension of a strong, steel spring. This 'spring' feature is a talking point and the pictorial presentation is mighty direct—one hand holding the ring and another hand, with a screw-driver, uncoiling that spring. Here we have a successful substitute for the speeding car idea in illustration, and the spiral cut is presented at a glance. I approve of the Inland campaign and I happen to know that it is selling the goods.

"Quality Snap Rings depend largely upon a plain statement of the number sold, as an argument that they must be a worthy product. The R. & M. Conform Piston-Ring shows a combustion chamber and is content to state that three-piece construction with even radial pressure prohibits leaks.

EMPHASIZING THE PRODUCT'S PECULIAR VALUE

"The Wedge-Rite, with the catch-phrase 'Expand in width and diameter,' goes in heavily for demonstrations, in diagram form, of the wedge idea. This ring is composed of three sections. Two of these are outer bearing rings, and a third, a wedge-shaped section, made of untempered spring steel, is placed between the other two in the groove, holding the ring firmly against the cylinder wall and against the rings above and below. Well, here we have mechanical talk again, and I believe even the amateur car owner will read every word with intense interest.

"Then there is the Ever Tyte, with its pictorial campaign illustrating some of the things that happen when piston-rings are not functioning as they should. We have here illustrations of smoking engines and power plants that flash the S. O. S. signal of distress. A diamond-shaped pictorial insert shows the right-angle interlock, as three rings in one safeguard power.

—glance in the mirror

"Do you know product A?"

"Yes."

"Have you ever bought any?"

"No."

General advertising produces general impression, general results.

Newspaper advertising takes a man or woman by the arm and says—"Here is the product. John Smith sells it in your neighborhood. Now go right out and buy it."

Newspapers are the mediums for producing *action*—for directing general impression into *actual buying.*

No campaign in general national mediums can be completely successful without this action producing sales force of daily Newspapers.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago Kansas City New York Atlanta San Francisco

READ Mr. Blanke's letter (opposite) and you will understand why The Globe-Democrat carries five times as much local gravure advertising as the other St. Louis Sunday paper.

St. Louis Globe-Democrat

St. Louis' Greatest Daily

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS	GUY S. OSBORN	J. R. SCOLARO	R. J. BIDWELL
410 Tribune Bldg.	1302 Tribune Bldg.,	701 Ford Bldg.	742 Market St.
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1



C. F. BLANKE SALES CO.

DISTRIBUTORS OF THE CELEBRATED
FAUST INSTANT COFFEE AND TEA
AND OTHER
C. F. BLANKE TEA & COFFEE CO. PRODUCTS

TEA. COFFEE & SPICES.

SEVENTH AND CLARK AVE.

St. Louis, Mo.

St.Louis Globe-Democrat,
Artgravure Section,
St.Louis, Mo.

Sept.23, 1920.

Gentlemen: Attention Mr. J.Carr Gamble, Manager.

This will corroborate instructions just given to our agency calling for a renewal of our contract in the Globe-Democrat Artgravure Section during the next year.

We feel that the thorough test afforded by our last year's advertising in your section has more than justified this renewal.

Our salesmen throughout the St.Louis trade territory have reported very favorably on the support which the Globe-Democrat Artgravure advertising has given, and the increase in their sales bears them out.

Your circulation, it seems, parallels almost exactly the trade routes which for years we have been developing in this territory.

We hope during the next year to gain even greater benefit through the use of your medium.

Truly yours,

C.F. Blanke Sales Company

W. C. Blankenberg

"The Permaseal Piston-Ring has its patent interlocking dovetailed joint, with oil groove for exceptionally bad oil-pumping motors. On occasion a diagram of one section of the ring is presented. Pedrick Piston-Rings fall into the educational class, and its importance is not to be underestimated, for motorists must be shown how the rings operate. That forty-six manufacturers have made them standard equipment is, of course, a powerful and convincing advertising statement. The pictures show the rings in place, working under that hot and constant flame in the chamber.

"Pleasure Proof Piston-Rings appeal to the motorist who has an old car and may be experiencing trouble, which is a rather happy angle. For only the owners of used cars need new rings.

"The Efemco has built a campaign entirely on the idea of the strict chemical analysis they undergo and 'no power thieving' is a glib, readable phrase. The testing machine is nearly always shown measuring a ring, and this alone gives the suggestion of care in manufacture.

"General Lightning-cut Piston-Rings feature the cut itself and the oil groove. The McQuay-Norris specials, Leak-Proof and Superoyl have, this season, decided upon a new policy that shows there's always a novel idea if someone does a little thinking. The attractive boxes in which the rings are packed are played up in very well-conceived pages. It is figured that with so many rings on the market, it might be wise to familiarize both consumer and mechanic with the package. A great many persons buy from 'package appearance,' and that's the way rings are seen—not loose, but in a container. Of course, all McQuay-Norris advertising carries very specific reasons why the rings are good rings to use.

"There is evidence of some pretty tall thinking in the matter of piston-ring advertising. Copy *must* be made to contain human interest, dash, suggestion of power and themes outside the beaten track. The Wedge-Rite display, in two colors, showing the Grecian god of speed—Mercury idealized and in action, holding the reins of power—is a glimmer in the darkness. American Hammered Piston-Rings seem to have much in their favor in the way of arguments, for this ring is standard equipment on a long list of famous trucks and passenger cars, and the hammered stunt is a comparatively new one. To make sure of equal pressure against all points of the cylinder walls, each ring is individually cast and individually tested.

"And so, you see, in devising a campaign for a new piston-ring, we have something to guide us and something to warn us. I am just wondering if any of us here rehearse what has been done and is being done by similar accounts when we plan a new campaign. There is much unconscious duplication in advertising, because past and present work is lost sight of in the rush. I have heard suggestions made around this table today that, if carried out, would represent covering ground that has been covered.

"This piston-ring problem is one that finds duplication in a great many other fields. Twenty-five years ago each advertiser had an almost clear track. Now, practically everything manufactured is repeated over and over again, and that is where the increasing difficulty comes in.

"From all that has gone before we must strike out along new paths. I am almost inclined to believe that we should reason the campaign, first, from this basis: There are innumerable piston-ring campaigns. How are we to best serve our client by making out copy and illustrations so absolutely distinctive that we will concentrate attention upon our series? Competition won't hurt us—it will help us—but the physical structure we build must have distinctive architecture in idea and in art."

And at half-past twelve that night, they were still in conference. Obviously, the thing isn't easy.



The Chemistry of Advertising···

WE give your product an honest analysis —*uncolored* by hope—*unflavored* by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO · 5 S. WABASH AVE.

CLEVELAND UNION BUILDING

Miles from



News Stand

Miles from a newsstand—served by an R. F. D. Carrier—lives the Southern farmer—a billionaire six times.

Through his hands goes the bulk of the real, tangible, mobile wealth of the South.

No manufacturer can afford to neglect him. No campaign is national which fails to call the advertised product to his attention.

How to reach him—That's the problem.

The so-called National Mediums won't do it. An analysis of the circulation figures of the very largest national magazines will show you that they can influence him only slightly, for their A. B. C. reports show a scant and scattered distribution in Dixie.

Moreover, to figure what percentage of them reach the Southern farmer you must subtract from their meager Southern circulation totals all newsstand sales which represent city and not country readers. The resulting circulation you will find almost negligible.

Then there will come the realization that to successfully sell this $6,000,000,000 market you must use the farm papers of the South. Such papers as the Southern Ruralist which starting January 1st, 1921, will deliver 350,000 net paid circulation—98% agricultural—massed in the Southern states, really reach and influence the Southern farmer.

Southern Ruralist

Audited by the A. B. C.

ATLANTA

New York—A. H. Billingslea, No. 1 Madison Ave.
St. Louis—A. D. McKinney, Post Dispatch Bldg.
Chicago—J. C. Billingslea, Advertising Bldg.
Minneapolis—R. R. Ring, Palace Bldg.



83½% DO!
16½% DON'T!

Now we come to the real weight of ASIA'S circulation:

Out of 50,000 subscribers, our recent Analysis showed that 41,000 (83½%) were property owners.

There is not only wealth imbedded in ASIA'S circulation but a wealth of wealth! There are not only hosts but a host of hosts! An ASIA reader connotes plenty—and there is a plenitude of plenty, as these figures attest. The inference we wish to draw is only too obvious. So we will let you complete this advertisement in your own conjectures.

$350 THE PAGE

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

How Big English Advertisers Began

And Other Reminiscences of a Life-long Advertising Man

NEARLY every successful advertising business began in a small way. Nearly all the men who have really lost money in advertising have begun in a large way. Pears' Soap was first advertised in a barber's shop in a side street in London. No one risked a fortune to start Bovril. But an advertiser who failed for £125,000 some few years ago spent more than that sum in good, hard cash, and paid his bills, before his accounts got so far behind that he was driven into bankruptcy with the deficit named: and then it was not the advertising bills which ruined him, but a purely mercantile disaster. Lipton's advertising began with one little shop to support, and without professing to know Sir Thomas Lipton's early secrets, I should be very much surprised if he told me that he had never had a sleepless night, years ago, over the problem of whether the money for the local newspaper's advertising bill would be ready in time. Lord Leverhulme is fond of telling his friends that the Sunlight Soap business began in a £28 villa.

HOW ONE SHOPKEEPER LEARNED

I once taught a shopkeeper to write advertisements by a very simple plan. He was just like hundreds of his kind: he only needed to be started on the work, and he found that he could do it. He had got beyond the point of thinking that he had written an advertisement when he had put down "Ham a shilling a pound, jam a shilling a pot, cheese a shilling a lump." But he had not reached the point where he knew how to write about ham, jam, and cheese, and make ham, jam, and cheese interesting. Try as he would, the pen seemed to paralyze his thoughts.

So I sent him to the counter and watched him selling goods. Presently he began to talk to a caller. I put down his words, unknown to him, in shorthand; and three or four of his sentences, when transcribed, sufficed to make a telling little advertisement.

This was all that the man needed. From the moment he was made to realize that whatever can be said can just as easily be written, his difficulties vanished.

INDIVIDUALITY, PERSONAL AND IMPERSONAL

All the most successful retail businesses in London have been established and maintained on shop individuality. For a long time—until other people began to imitate them—any Salmon and Gluckstein tobacco shop could be recognized by its window. You did not have to look at the facia. The Aerated Bread Company's tea-shops, and latterly, even more, the Lyons tea-shops, in London, are all painted and decorated in the same respective ways. The same china and the same tables and other things are used inside all of them, respectively. The late Sir Joseph Lyons told me that he deliberately chose the most expensive materials and workmanship for the windows and fittings of his tea-shops in order to make it difficult and costly for anyone else to imitate them. "A thousand pounds' worth of marble and brasswork makes very little difference," he said, "to a concern like ours; but it is a lot of money for a small man who wants to filch my trade."

A KING AS ADVERTISER

A few years ago the Greek Government found that the currant-growers, who are the staple source of their country's wealth, had more currants on hand than the market could use, so that widespread distress was threatened. Prices had fallen. Currants were rotting in the warehouses. The King of Greece—no less a personage—took the novel course of becoming an advertiser. Contracts were made all over this country

Extracts from "Success in Retail Advertising," by Thomas Russell, published by Nisbet & Co., Ltd., London.

for inserting small interesting advertisements about currants in the newspapers. So successful was this advertising that, in spite of one or two exceptionally bad seasons, the importation of currants greatly increased, and the currant-growing industry was set on its legs again in Greece, until the war came and stopped this and all other good works for the time being. This currant advertising was not a case of getting trade from a rival. It was a case of actually creating trade by advertisements. What was done for currants on a large scale can be done for the goods in any shop on a small scale.

USING A NAME

Persistent advertising can make a name seem appropriate, which, at the outset, certainly was not so. The very excellent breakfast food, "Grape Nuts," has an entirely inappropriate name. Yet by long association this name has come to seem quite satisfactory. Something suggestive in the word adopted, though it may be an invented word, gives it appropriateness. Tabloid was an excellent name to think of for a little tablet. Sunlight Soap breathes of clean, open-air bleaching. And what a wealth of straightforwardness and integrity seems to be suggested by the name Quaker Oats! Members of the Society of Friends have a well-earned reputation for honesty and clean dealing. Nearly all the best-known cocoas (Fry's, Cadbury's, Rowntree's, and some others) are owned by Quaker families, and the name "Quaker" always stands for robust fairness and a tendency to give, as well as to require, value for money. So Quaker Oats gets a reflected reputation by its name and trade-mark. The sect is punctilious in safeguarding the reputation of its name—even though this name was not invented by the Friends, but is a slang name originally applied to them in derision. A year or two ago—before prohibition, fortunately for America, put a stop to distilling—a whiskey manufacturer registered the trade-mark "Quaker Whiskey." The Society of Friends applied to the courts and succeeded, I am glad to say, in having the mark expunged from the register.

If a name can be chosen which has a pleasant suggestiveness, like those cited, there is always very good hope that the product to which it is applied may win public favor and extend its reputation far and wide beyond the shop which gave it birth. But the first work must be done in and from this birthplace. If a reputation is to be created, it must be created by advertising.

DIRECTIONS FOR USE

The directions should stick to their subject. Anything necessary to be said in praise of the goods is to be printed in another place. In writing the directions, we must not digress into commendation, therefore; but must keep close to the business in hand, describing, as carefully and as plainly as possible, how the contents of the package are to be used. It is worth while to take a good deal of pains to make the directions simple and easily grasped. This may give trouble, both in selecting and presenting the facts. We must take trouble ourselves to save trouble to our desired patrons. Easy writing is very often difficult reading. People who talk quite simply, straightforwardly, and well, often use long words and make complicated sentences when they write. They must overcome this habit.

PAMPHLET AFTER PAMPHLET

One curious fact in the experience of large advertisers may be mentioned here. I can claim to speak with some experience of this matter, since I have written the "copy" from which considerably over 150,000,000 pamphlets have been printed, many of these in editions of 6,000,000 or 7,000,000, which is enough to put one book into nearly every house in the United Kingdom. The second distribution of a pamphlet (I mean, of course, of a second pamphlet on the same subject) always yields a larger sale than the first distribution of a pamphlet



Uncle Sam has come to Ohio for presidential timber—this time for *both* candidates. Ohio has furnished one-fourth of all the presidents of the United States—7 out of 28, including the next incumbent.

In national business, wealth and progress as well as in politics Ohio plays a dominant part.

A community above par in all that constitutes a good market. Ohioans are prosperous, intelligent, open-minded to a degree beyond the average—good folks to sell—easily and economically reached by advertising because you can cover entire Northern Ohio, including the densely settled Cleveland area with

The Plain Dealer

CLEVELAND

Largest Morning and Sunday Circulation between New York and Chicago

Eastern Representative:
JOHN B. WOODWARD
Times Bldg., N. Y. City

Western Representative:
JOHN GLASS
Peoples Gas Bldg., Chicago

on this subject. In the course of my work as an advertising manager I tested carefully the results from pamphlet distribution at various intervals, and, as a general rule, it was found that a second pamphlet, distributed four weeks after its predecessor, gave the best results. My practice was to use a less expensive pamphlet for the second distribution than the first, but the second distribution always gave the larger results.

A PLAN FOR LARGE SHOPS

In very large shops, where business in the week containing Christmas Day is sometimes obstructed by the number of people, the device has been adopted, with great success, of charging non-buyers a fee for admission. Sometimes a barrier has been put across the door, and all callers charged 6d. for going in to see the Christmas Bazaar. The caller receives a ticket, and this ticket is redeemable at any of the counters for 6d. That is to say, although the visitor is charged 6d. for going in, he gets the 6d. returned the moment he buys anything. But the entertainment tax, as long as it lasts, will prevent the use of this plan.

To attract people by putting an obstacle in the way of their coming in seems rather paradoxical as a suggestion, but it is very well known among large retail traders that there is no way of getting people to come in that can compare with affecting to create difficulties. When Waring's, the big furniture people in London, opened their new shop, some fifteen years ago, they announced that for a week they would sell nothing. The public was invited to come and see the most wonderful collection of furniture extant; but in order that the public might see it comfortably, admission would only be by ticket, which could be obtained by writing for it.

This device succeeded admirably. The street in front of Waring's was blocked from end to end on the opening day. Thousands of people came without tickets. They were not admitted until they had gone to a branch shop and registered their names and addresses, when tickets were given to as many of them as the staff could handle commodiously. When this number had been reached, applicants had to wait till another day. Here was a case in which, by well written and well conceived advertising, backed up by a little reserve in admitting people, a big crowd was collected every day for a week, and this advertising practically started the business of "the new Waring's," as the shop was for a time called.

Such plans as these are not always applicable to small shops outside of large cities, but adaptions of such plans can be used, and are used, with profit.

BAD TIMES DEMAND GOOD ADVERTISING

The worse the market, the greater the effort required to get money out of it. One may more easily sell goods by poor advertising when money is plentiful than when everyone looks twice at a shilling. The type of advertising that is called for by bad times is advertising which suggests the most economical choice of commodities and gives reasons for its appeal to the troubled buyer.

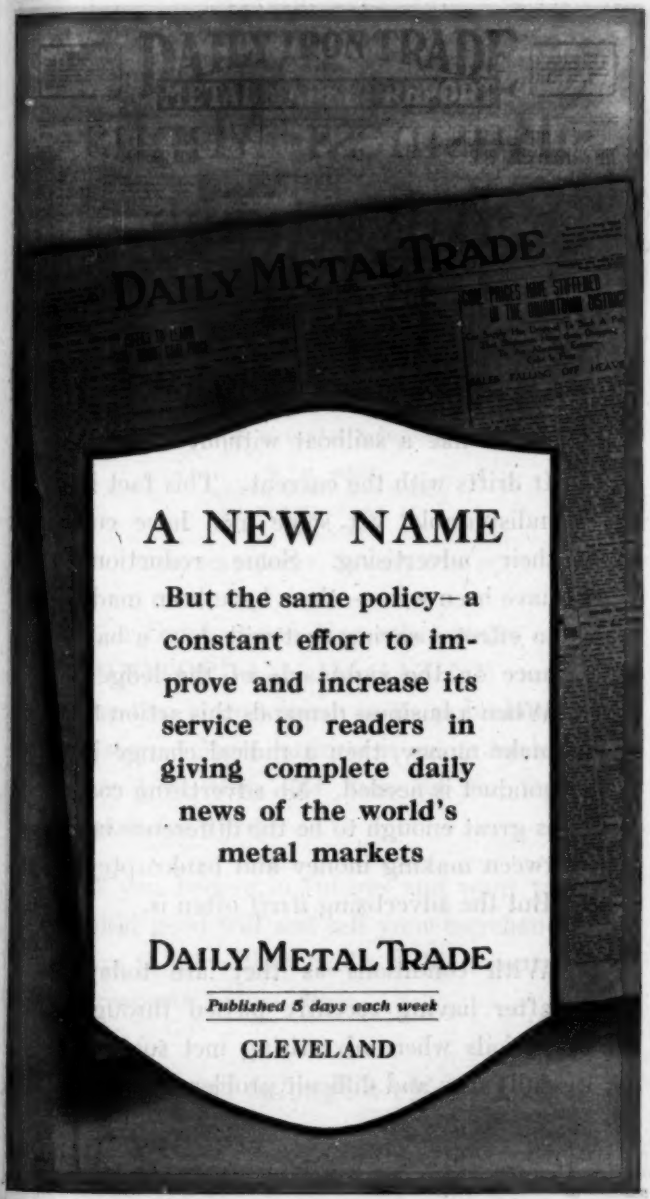
In brief, hard times are not a reason why shopkeepers should neglect to advertise. On the contrary, they are a reason why they should extend, and especially why they should improve, their advertising.

W. W. Saxe Forms Agency in Boston

William W. Saxe, who has been engaged in newspaper business and agency work in Boston, has established an advertising agency in that city under the name of the Saxe Advertising Agency, Inc.

B. D. Boyce, Vice-President, J. A. Migel, Inc.

B. D. Boyce, sales manager of J. A. Migel, Inc., silk manufacturer, New York, has been elected vice-president.


DAILY METAL TRADE
A NEW NAME
But the same policy—a constant effort to improve and increase its service to readers in giving complete daily news of the world's metal markets
DAILY METAL TRADE
Published 5 days each week
CLEVELAND

Business Minus Advertising Equals?

BUSINESS minus its advertising is like a sailboat without a wind. It drifts with the current. This fact is indisputable, yet some men have cut their advertising. Some reductions have been wise—others have been made to effect a saving that will show a balance on the right side of the ledger. When a business demands this action to make money, then a radical change in conduct is needed. No advertising cost is great enough to be the difference between making money and bankruptcy. But the advertising *itself* often is.

With conditions as they are today, after having recently passed through periods when advertising met successfully new and difficult problems, why is

it that advertising is not viewed in the same way that other departments in business are ?

Let the name stick in your mind, it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

The October and November issues of PHOTOPLAY MAGAZINE are the two largest issues in its publishing history. More business is on its books for 1921 than had been set for the mark for 1920.

If you believe in futures and want to build good will and sell your merchandise to more than half a million ready prospects today—then

PHOTOPLAY *belongs on Your List*



She Finds Your Circular

It meets her eye as soon as she unwraps her purchase.

This circular tells her of other merchandise which she can find in your store. If it wins her attention, she will come in to buy some of the goods offered.

To get best results from your direct-by-mail advertising, use Hammermill Cover—a good, dependable stock, which presents a clean printing surface, and is offered in a variety of colors.

The price is attractive, too. For samples write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Almond Growers Extend Market to Whole Year

Concentrate Dealer Campaign on Making Displays, Assuming Responsibility of Creating Demand

By Hugh E. Agnew

"PEANUTS are sold and eaten the year round, why shouldn't almonds be?" was a question which the almond growers of California asked themselves when they saw that their ever increasing crop was overtaking the seasonal demand—which was in evidence only at holiday time. Almonds did not deteriorate if kept over winter, or even through the hot weather. There was nothing about them which necessarily limited their sale to a short season in the late fall. The trouble was that everyone, including the dealer, looked upon them as a holiday dainty. If any were left in the grocer's bin after Christmas, he regarded it as a mild misfortune and stored them away out of sight until there should be a demand the next fall.

The difference between almonds and peanuts was that people were in a habit of eating one for a short season and the other every day in the year, and the dealers displayed them in conformity with the established habit. Peanuts were always in sight; almonds only in late November and December. And such is human nature that there are a lot of things which are enjoyed, but seldom or never sought out. Many people fond of candy infrequently go to a confectionery store premeditatedly, but buy much candy when its display tempts them. The conclusion was that the way to increase the sale of almonds was to keep them more in sight. How could it be done?

The sale of almonds was at best but a minor item in the business of the store that handled them; and not much sales effort could be expected for such a small item. But they could be displayed with little trouble and no expense. How could dealers be interested in making the displays? was the question. If grocers who displayed almonds could be assured of a reasonable volume of sales there would be a certain percentage who would extend that amount of co-operation. And there was only one practical way to produce sales and that was by consistent advertising.

Before the organization of the California Almond Growers Exchange, not enough almonds had been grown to supply the seasonal demand, yet under the marketing conditions which then prevailed, growers were not making any money. With the organization of the Exchange and the improvements brought by uniform grading and the other advantages which co-operative marketing offered, there was enough profit so that groves were extended and the crop increased to the point where the seasonal demand was supplied. A further outlet was necessary, and that seemed possible of attainment only by lengthening the season.

NINE YEARS BEFORE THE ADVERTISING STARTED

It was nine years after the organization of the Exchange that the first advertising campaign was inaugurated, and advertising has proved so satisfactory that in announcing the 1920 campaign which started in September, a circular to brokers, wholesalers and retailers makes the following statement and promise:

"Perhaps we have a peculiar sense of responsibility, but it is so firmly implanted throughout this association that we can't get rid of it. We may be impractical from the standpoint of hardheaded business, but for the life of us we cannot see why the main burden of selling Blue Diamond Al-

monds to the ultimate consumer should fall on the retailer. We consider that our job. Our idea is that every dealer who stocks Blue Diamond Almonds should stock positive sales—and that is exactly what we mean he shall do this year."

After describing the advertising campaign which is to reach five million families through women's magazines and be supplemented by the wide distribution of receipt books, window displays, etc., and which is calculated to do the actual selling, the Exchange makes the further comment: "Consider then for a minute the old system of selling. Most products had to be pushed by the wholesaler onto the shelves of the more-or-less unreceptive retailer. He in turn had to use persuasion to get these goods into the hands of the consumer. A tremendous amount of effort was wasted in 'pushing' goods. Indeed this is still the situation with respect to many products.

SALES WITHOUT SO MUCH FRICTION

"Advertising, if well done, reverses the process. The customers see the advertising of Blue Diamond Almonds and their interest is aroused. If they send for a cook-book they become even more interested. The window trims of the Blue Diamond Almond dealer bring this interest to a head. The sale is made.

"As the goods are moving easily the retailer reorders, and still reorders, with but little effort on the part of the wholesaler. With the elimination of sales resistance your turn-over is quicker, and your profits consequently greater."

Some of the dealers to whom this letter was sent were from Missouri. They demanded to be shown. Other advertising campaigns had been equally rosy in prophecy, and other prospectuses had even gone as far as to notify dealers that they *would have* to stock the goods, that the advertising would create a demand that could not be denied. Then the demand failed to materialize. For years California almonds were sold without the aid of advertising. What had created the demand in other years? Why all the advertising expense now? Did they think that people would buy almonds in the summertime just because they were advertised?

All these questions were anticipated and answered in the series of letters the Exchange has been sending to brokers, wholesalers and retailers, which it called the "Golden Chain of Co-operation." In the first place the Exchange knew very well that co-operation was necessary all down the line. It distinguished between the kind of sales efforts which at one time was practiced by the Owl Drug Stores—to switch every call for goods other than its own to the Owl brands—and a co-operation consisting of displaying the goods and putting up the window cards furnished by the Exchange.

Almonds had always been sold as a delicacy, and served either in the shell or salted, and the volume handled was comparatively small. Furthermore, an article whose sale is largely confined to a few weeks in the fall, and which has to be all sold out or carried over to the next fall, is liable to be of little profit. If too many are ordered of such an article as nuts, on the amount carried over, there will be some deterioration from age, they attract mice, and with the trouble of storing a small carry-over, the profit of the season's sales may be wiped out. If not enough are stocked to supply the demand, some customers may be disappointed and become disgruntled, and altogether the difficulty of handling an article which has a short seasonal sale in limited quantities may easily become so great that a good many grocers will not stock it at all. All of these difficulties would be obviated by a year-round consumption.

They also went quite into detail to explain why they should do the educational work and why they should do it by advertising. Raising almonds and selling them under the plan of each for himself without a selling organization was unprofitable to the growers, and the industry would



CHARLES SANDERSON

When Charlie Sanderson graduated from Cornell University he immediately entered the publishing business. For some years he was with the Brooklyn Eagle and the Frank Munsey papers, and for a number of years now he has been a valued member of my organization. The fact that he married a Publisher's daughter (the only child of my old friend Harry Brooks, who "brought me up" on the Elmira Telegram) is, perhaps, partly responsible for the fine success he has made.

Lane Block

The New York Evening Mail

The government report for the six months ending October 1 shows a net paid daily average for the MAIL of 172,703.

This is a greater circulation for the MAIL at 3c. per copy than it ever enjoyed at 1c. per copy, showing the marvelous growth which the MAIL has enjoyed during the past year.

It is now known as New York's fastest growing newspaper.

Serial Adv. No. 19

have declined if better marketing methods had not been developed, just as happened with the grape growers of Southern Michigan a few years ago. Hundreds of acres of the best vineyards in the country were destroyed eight or nine years ago, not because there were not enough people to buy the grapes at a price that would pay for raising them, but because no marketing methods had been developed economically and efficiently to distribute the product. The greater the yield in such seasons as that of 1911, the less profit there was in the crop. That was the case with the almonds when the Exchange was formed eleven years ago.

"Everybody knows about almonds, what's the use advertising them; especially when you are over sold?" is another question frequently asked the Exchange. Their answer is that even though most people are familiar with the taste of almonds, very few know in how many ways they may be used with pleasure. So the advertising shows new ways of eating almonds, and gives unthought-of reasons why they should be eaten. One piece of copy states: "They are more than a mere delicacy; they are a real food, rich as meat or fish in nutriment, with an almost endless variety of delicious everyday uses. . . . Almonds are excellent food for nourishing mothers. They provide better lacteal nourishment for infants." That is the answer to "everybody knowing about almonds."

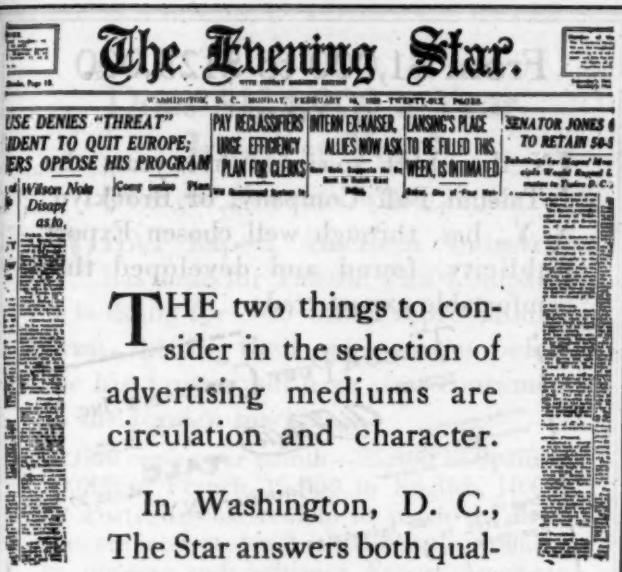
As to advertising when the Exchange is over sold, a quotation is made from a recent statement sent out by the Joseph Dixon Crucible Company on that subject:

"We constantly have in mind that the American people are much more concerned in their own affairs than in ours, and if we should restrict our selling and advertising activities they will begin to forget us—and that would be our fault. We hope the idea will never creep into this organization that there will be any let up in aggressive methods, which might suggest that when business is good there is not occasion for work, or when business is poor it is too hard to get." The letter from the Exchange continues: "It is our hope and belief that no matter how productive the almond groves may be in the future, their production should never catch up with our selling organization. We know that the almond crop will greatly increase with each succeeding year—and to insure a profitable business for you, as well as ourselves, we must lay plans now for quick turn-overs for broker, wholesaler and dealer."

WHERE DOES MONEY COME FROM TO ADVERTISE?

"Does advertising increase the price of almonds?" is another question that is asked the Exchange. It is probably suggested by the higher prices that each succeeding increased crop brings. The answer is that if money were not paid for advertising, it would have to be spent in still larger amounts to sell the crop. By speeding up turn-over the profits of each link in the chain of distribution are increased. So, as far as the middlemen are concerned, the advertising costs add to instead of taking from their profits.

As to the consumers—before the organization of the Exchange, consumers paid thirty-five cents a pound for the Nonpareil quality. At that price the growers were making no money. By improved marketing methods which the Exchange was able to supply, the price remained the same to the consumers for nine years, and the growers made enough from their crops so that the industry increased. During the last two years (since the Exchange has been advertising) the price has raised about 25 per cent to consumers. One of the very good reasons for that increase in price is the fact that when the almonds were selling for thirty-five cents a pound, growers paid from $2 to $2.50 a day and board for labor. Last year one of the members was forced to employ Spaniards to do his harvesting on a tree basis and paid the equivalent


The Evening Star.

WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.

USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM

Wilson Note Disappoints as to

PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS

INTERN EX-KAISER, ALLIES NOW ASK

LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED

SENATOR JONES TO RETAIN 50-5

THE two things to consider in the selection of advertising mediums are circulation and character.

In Washington, D. C., The Star answers both qualifications to the maximum degree.

The facts and figures of this market will be furnished upon request made to our Statistical Department.

The Evening Star.

WASHINGTON, D. C.

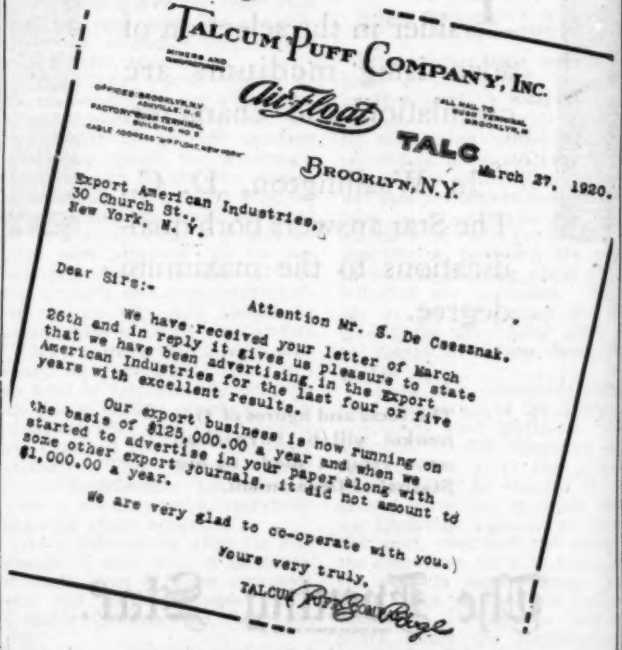
Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

From $1,000 to $125,000 a Year

IN the short space of five years the Talcum Puff Company, of Brooklyn, N. Y., has, through well chosen Export Publicity, found and developed this comfortable export trade.



TALCUM PUFF COMPANY, INC.

AirFloat TALC

BROOKLYN, N.Y. March 27, 1920.

Export American Industries,
30 Church St.,
New York, N. Y.

Dear Sirs:-

Attention Mr. S. De Czesznak.

We have received your letter of March 26th and in reply it gives us pleasure to state that we have been advertising in the Export American Industries for the last four or five years with excellent results.

Our export business is now running on the basis of $125,000.00 a year and when we started to advertise in your paper along with some other export journals, it did not amount to $1,000.00 a year.

We are very glad to co-operate with you.)

Yours very truly,

TALCUM PUFF COMPANY

Consult Your Advertising Agency About

EXPORT

AMERICAN INDUSTRIES

Does $124,000 a Year Interest You?

Here Are Some Facts in Brief Form:

WHAT Export American Industries has done for Talcum Puff Company, it is doing for 900 other representative firms—getting their sales stories before the big buyers and high class consumers in the foreign markets.

60,000 copies per month—25,000 in Spanish, 10,000 in French, 15,000 in English, 10,000 in Portuguese—circulate to reach the firms who are interested in American made products. In prestige and influence Export American Industries stands first.

Each of our four editions is the Official International Organ of the National Association of Manufacturers in the territory it covers.

Both rates and circulation are the most attractive in this field.

Specimen copies and all details sent on request.

EXPORT AMERICAN INDUSTRIES

The Official International Organ of the
NATIONAL ASSOCIATION OF MANUFACTURERS
30 Church Street, New York City
MEMBER AUDIT BUREAU OF CIRCULATIONS

Consult Your Advertising Agency About

EXPORT
AMERICAN INDUSTRIES

of $16 a day for labor. That is just one of the reasons for an advance in the retail price. But that alone is convincing as to the necessity of a higher price.

This year the advertising cost will be the greatest yet expended and will amount to just one cent a pound. On nuts that are retailing at forty-five to fifty cents a pound, that item is a small factor.

Having gone at length into its trade policies, the Exchange puts the matter of window displays up to the retailers as being "your advertising campaign as well as ours." An album of window displays is furnished suggesting various trims, and giving letters from successful grocers telling how they have made money from the displays. With every bag of nuts is sent a tube containing a complete set of window display material. This insures its arrival when most needed—at the time the new goods are opened.

Samples of this display material are also sent to the jobbers and wholesalers with a notice of how it is to be distributed. That gives these institutions a chance to take up the subject of almond display with the trade upon whom they call. They are in the rare position that they can meet the invincible excuse of antiquity—"go out and create a demand and then I'll stock your goods"—with the cheerful assurance that the demand will be created.

Furthermore the salesman can explain: "The natural demand that exists for an article is pretty much the exclusive concession of the retailer for he is in a position to cash in on it. That does not need to be 'created.' The extension, or development beyond the natural demand is the business of the manufacturer. He should assume full responsibility for it and not ask the retailer to do it. That is the philosophical basis of the advertising that the California Almond Growers' Exchange is building upon. It may be illogical. Maybe it can't be done!"

The answer is the same as that of a Texas justice of the peace. An excited citizen made a furious ride on his mustang to the office of the prosecuting attorney to report that the "squire" was about to hang a man. "He can't do that," declared the prosecutor and hastily mounted a horse to go to that official and expound the law. Upon reaching the office he rushed in and notified "his honor" that the statutes of the State did not authorize justices of the peace to pronounce the death sentence. And he finished the explanation with the assertion: *"You* can't hang a man; it's preposterous!" "Well maybe I can't," replied the justice, "but just go out behind the barn there and see for yourself!"

That is the answer of the Exchange. "Just look at our sales records and see for yourself."

Karl Bloomingdale Heads Poor Richard Club

At the annual election of the Poor Richard Club, of Philadelphia, the following officers were elected:

President, Karl Bloomingdale, of Bloomingdale-Weiler Advertising Agency; first vice-president, Philip C. Staples, vice-president of the Bell Telephone Co., of Pennsylvania; vice-presidents, Cyrus H. K. Curtis, Curtis Publishing Company; Harry T. Jordan, manager of Keith's Theatres, Philadelphia; Charles A. Stinson, president of Gatchel & Manning; and Edwin S. Stuart, former Governor of Pennsylvania; secretary, Jack Lutz, advertising director of W. B. Saunders Co.; treasurer, J. M. Fogelsanger. The following directors were elected to serve three years: Bartley J. Doyle, Gilbert E. Gable, of Strawbridge & Clothier, and Lee E. Hood, of Richard A. Foley Advertising Agency, Inc.

George McCampbell with National Export Agency

George McCampbell, for six years advertising manager of *El Comercio*, has joined the National Export Advertising Service, Inc., New York.

Mr. McCampbell was advertising and export manager of Hall & Ruckel, makers of "Sozodont," for ten years before he became advertising manager of *El Comercio*.

Gill Coffee Account with Goodwin Agency

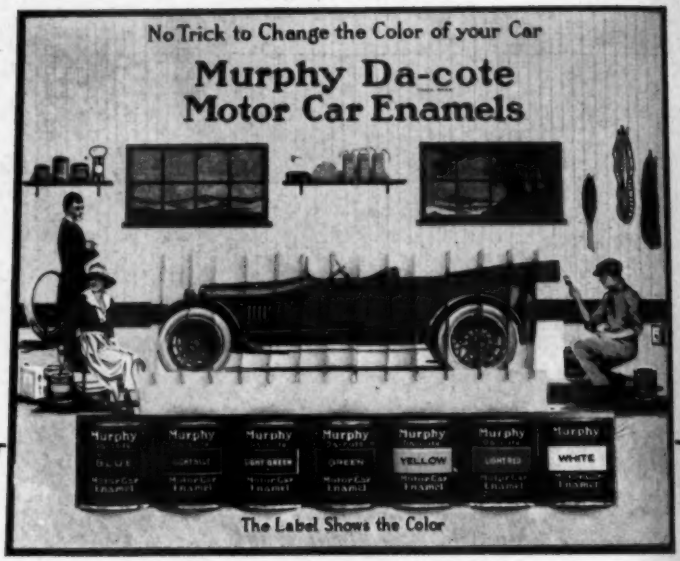
A. O. Goodwin, Inc., Richmond, is now handling the account of the James G. Gill Coffee Company, Norfolk, Va., "Queen's Blend" coffee. Newspapers, street car card, and poster advertising will be used.

Quality

Mere volume of business in dollars is not the measure of agency acumen. Tonnage businesses rarely are quality businesses. We wish to create as much advertising as we can which reaches an unusual standard — our own standard. We cannot increase our business indefinitely with such a limitation — and we know it. But we are not yet loaded to capacity.

Send for the book *"How to Judge an Advertising Agency"*

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.



THE PRODUCT AND

ADAPTING some features of the silent salesman plan to the window display, and making the article advertised itself an integral part of the display, helps both the dealer and the advertiser to get the most practical kind of publicity out of valuable window space.

Such a combination distinctly adds both to the life and the advertising value of lithographic display; when it has served its purpose in the window, the card can be used as a counter display, a possibility that should be

THE MUNRO & HRF
LITHOGRAPHERS & COLOR PRINTERS
416-422 WEST 33D STREET, NEW YORK
COLOR IN ADVERT
OUR CHICAGO OFFICE IS AT 123 WEST MA STREET, C



T AND THE DISPLAY

considered in making the original design, so that size may be limited to suitable proportions for counter use. A successful window display creates a desire for the article at the most opportune moment and place—the desire can be gratified without delay.

The practical features of a display are as important as the advertisIng and art treatment, and our experience in solving such problems for many lines of business, should help us in making your window display advertising successful.

H RFORD COMPANY

R IN ADVERTISING

ADVERTISING BOOKS CATALOGUES BOOKLETS
FOLDERS COLOR INSERTS
HANGERS WINDOW DISPLAYS
COUNTER CARDS NOVELTIES CUT OUTS

T MA STREET, CHICAGO. E. C. HALL, Resident Manager



(Photos of New Kern Store and Newcomb-Endicott Stores)

Dedicated to Better Shopping Hours

Here are evidences of the growth of Detroit's strength as a shopping center. Provision had to be made to take care of the great increase in retail buying, and these temples of modern merchandising are the answers.

National advertisers must build their temples of selling in Detroit through the judicious, well-directed use of newspaper space. Columns of good advertising, rightly placed in America's Fourth City, are the surest guarantees of continued *good business*, the surest antidotes for the "poison" of lazy salesmanship.

And nowhere else in Detroit can this power be so easily developed, so economically brought into action, than through the columns of The Detroit Free Press, the only morning newspaper in a community of nearly a million and a quarter. It is used consistently and continuously by both local and national advertisers who appreciate the stimulus it most surely gives to selling efforts of any sort.

The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK CHICAGO DETROIT

Manufacturers Must Take Action on Farmers' Co-operative Buying

Better Service by Retailers Will Come Only by Education Provided by Manufacturers

By G. A. Nichols

THE movement to promote co-operative buying among farmers has passed the talk stage. Since it dropped many of the "isms" that have made it impossible in the past it has reached a stage of development that makes it necessary for the manufacturer also to do more than talk. Right here is an advertising and merchandising problem that really amounts to something and the solution of which must come soon if some serious complications in the country's distribution system as it now exists are going to be avoided.

The thing that makes the farmers' co-operative buying movement more serious from the standpoint of the manufacturer and retailer than ever before is that the United States Government, through its Department of Agriculture, apparently is behind it. This Department makes no secret of its indorsement of the idea. Its entire machinery, backed up by various State boards of agriculture and county agents, is at the disposal of farmers to put the thing across.

The county agents in many cases are not only grouping the farmers and growers together, but are actually buying co-operatively until the farmers and growers can see the benefits derived from securing low bulk prices.

The present national administration favors the idea most emphatically as a part of what it believes to be a constructive campaign to reduce the high cost of living. The administration ends next March. But that is no reason at all for believing that the Governmental attitude toward co-operative buying will be amended in any important particular. The fact is the farming element throughout the United States has become so interested in co-operative buying that it is beginning to like the plan immensely.

The menace of all this, so far as the retailer is concerned, lies in the fact that the farmers' organizations are forcing the manufacturer to give them jobber's prices or better. Up to now co-operative buying has been largely confined to recognized farm staples such as insecticides, spraying materials and the like. But it does not take much of a stretch of the imagination to picture the thing going so far that the farmer soon will be trying, at least, to buy his shoes, clothes and other essentials on the co-operative plan rather than from the retailer.

DISORGANIZED OPPOSITION

Governmental agitation of co-operative buying, put forth at this time when the whole merchandising scheme is in such an unsettled condition, naturally has had a powerful effect in causing the thinking farmer to favor it. But another potent cause is to be seen in the absolute lack of intelligence with which the other side of the proposition has been put up to the farmer. There are plenty of reasons why the farmer should favor his local retailer rather than seek to buy co-operatively. But he seldom hears of them. What he does hear is a lot of whining talk from retailers to the general effect that he owes it to the community to support them. Town pride and a lot of other unstable doctrine is brought before him, with the net result that he buys all he can from the retail mail-order houses and now is turning to the co-operative movement.

It is plain to be seen that whatever is done to combat this condition must be done by the manufacturer. The retailer as a class

has neither the vision nor the ability to fight his battles in an effective way.

What should the manufacturer do? For one thing he should think clearly on the subject. He should realize the weak points of the farmers' scheme and thus not make the mistake of attributing to it more potential power than it actually possesses.

That there are glaring weaknesses in co-operative buying, that the farmers could easily be made to realize these and that the farmers themselves are far from being unitedly in favor of the proposition is shown by the experience of the Kansas State Board of Agriculture with a conference of farmers called to consider a co-operative-buying plan put out by the board.

There were about as many divergent ideas advanced at this meeting as there were farmers in attendance. Some wanted to build an elevator in every county. Others wanted co-operative stores, while still others declared there were too many stores already. The old bitterness between the Grange and the farmers' union cropped out.

Finally one of the leading farmers of the State made a hot speech in which he said that this, like all other uplift movements in behalf of the farmer, could not go over for the simple reason that the farmers would not stick together.

This is one weakness. Another is in the stiff restrictions which are necessary if the co-operative buying is going to be conducted strictly on a business basis.

In the Kansas plan there are three basic principles rigidly insisted upon.

In the first place the farmers must pay cash on receipt of the goods. For doing this it is planned that each local buying unit shall create a special fund in its local bank against which drafts covering shipments may be drawn.

Second, the farmers must order their goods possibly six months in advance, much as some merchants do. This is to get away from the expense of carrying a stock of goods from which the farmer may select what he wants.

Third, the farmers must standardize their requirements. Each county must bunch its orders and only orders for carload lots will be accepted. Thus the State farmers' purchasing bureau will be in position to order fifty or a hundred carloads of a commodity at one time and secure the lowest possible price.

For the present, the bureau proposes only to handle such staple commodities as farm machinery, binding twine, salt, flour, feeds and coal. It will have no warehouses, hoping thus to be able to operate with small capital and low overhead. The goods purchased will be shipped direct from the manufacturer to the units by whom they are ordered.

All this seems to be quite a ponderous proposition and it ought not to be a difficult matter for the manufacturer to sell the farmer on the idea that it would be better for him to pay the local retailer his profit and get things the way he wants them.

But if the thing proceeds in its logical course along the way it has been laid out, there is going to come about eventually a condition serious for the retailer. It is not going to do away with the country retailer, but it is going to make it increasingly difficult for him to gain a living, to say nothing about a satisfactory profit.

BARUCH SEEKS FOR A SOLUTION

This latter idea is concurred in by Bernard Baruch, who was an interested spectator at the Kansas conference. Mr. Baruch said that no co-operative merchandising movement among farmers could become strong enough to displace the present merchandising system.

"There always will be plenty of merchandising that cannot be handled in a co-operative way," Mr. Baruch said to a friend of the writer, "but what I am trying to do is to find out whether there is any way of getting rid of a lot of this lost motion between the producer and the consumer. Our system of distribution is a wonderful



"The bonus system," Mr. Schwartz says, "beats any set of rules we ever framed or could frame."

Mr. Schwartz was telling the remarkable things accomplished by his bonus plan when a department manager spoke up.

"The bonus system worked out here," he said, "has been a sure cure for the clerks who have a tendency to kill time."

"In one department we sent in an extra sales girl, thinking we would lighten the rush of the regular sales force."

"Back they sent her with the information that they would handle the sales without additional help."

"Two girls had always been required at the glove counter. Yet as a department it never made gains."

"Now—since the bonus—one girl handles it alone and she has shown a splendid increase."

It is an entertaining—instructive—article. In it Mr. Schwartz of the Popular Dry Goods Co. at El Paso, Texas, tells about a remarkable bonus plan that "beats any set of rules we ever framed or could frame."

It is but one of more than a score of other articles—filled with valuable merchandising information that the September issue contains.

For 20 years the Dry Goods Merchants' Trade Journal has been placing this kind of practical—constructive information in the hands of a well-defined group of progressive, high-grade merchants.

Those who appreciate the constant need of new ideas—who understand the value of knowing what other merchants are doing to make their business bigger and more profitable—will perceive readily why this book has such a dominating influence over the group to which it goes regularly and why it is so closely read.

Would you like to see a copy?

DRY GOODS MERCHANTS TRADE JOURNAL
PUBLISHED BY
Merchants Trade Journal Inc
Des Moines, Iowa
ALSO PUBLISHERS OF
HARDWARE MERCHANTS TRADE JOURNAL
FURNITURE MERCHANTS TRADE JOURNAL
Branch Offices: New York, Chicago, Indianapolis, Boston, Rochester

and delicate mechanism, but it is too costly. The problem is to take up some of this lost motion and make the machine work more efficiently and economically.

"When I get back to New York I am going to have a talk with Herbert Hoover. It may be that as a result of this I shall have something definite to propose along this line to the farmers. The farmer's problem is the biggest thing in the world to-day. It happens that I don't have to work for a living and so I have some time to devote to a possible solution."

Herbert Hoover, by the way, is to address the Kansas farmers next month on the co-operative buying plan. By that time it is expected that something definite may be decided upon so far as the Kansas end of the proposition is concerned.

FORCE OR EDUCATION?

Manufacturers who have been thinking over possible ways to combat co-operative buying have advanced to PRINTERS' INK a number of ideas upon which they think the fight should be based. Leaving out some obviously impossible methods of procedure, the suggestions may be summed up in three general divisions:

One group advances the possibility of securing national legislation against co-operative buying.

Another would carry on educational propaganda work among farmers.

The third would have the manufacturers agree among themselves that under no circumstances would they give anything better than consumer prices to any organization not selling goods at retail.

Any move to remedy the situation through the enactment of legislation would encounter all sorts of difficulties. Manufacturers investigating this angle have decided that even if the necessary laws could be passed by Congress —which they couldn't of course— they would be surrounded by all sorts of constitutional difficulties. Legislation is out of the question for at least two reasons. An important division of the Government is promoting co-operative buying. In addition to this the farmers themselves form a political power so effective that the lawmakers can be depended upon to give them the benefit of any doubt that may arise. The influence of farmers upon Congress has been demonstrated so many times that it needs no further exposition here. The repeal of the daylight-saving law, despite its being favored by a big majority of the people, is a case in point.

The manufacturers may as well forget about national legislation in this particular.

Some have investigated to find if laws are already established in States that might be invoked to prohibit this kind of buying. The inquiry is in progress at this writing. It has been found already, however, that the States of New York, Pennsylvania, Massachusetts, Illinois, Wisconsin, Missouri, Kansas, Colorado, California, Oregon and Washington not only have no laws that might be construed as prohibiting co-operative buying but that the laws, on the contrary, rather favor the idea.

Educational work offers a much more promising outlet for manufacturers' energies. Obviously good results from this only can be gained after continued effort extending over a considerable period. The benefits in the highest measure would come on the cumulative basis, just as they do in all other kinds of advertising.

If the American Farm Bureau Federation is able to carry out its intention of advertising both to the town and the rural section relative to the urgent necessity of both proceeding on a live-and-let-live basis, then it would seem that much of the sentiment in favor of co-operative buying ought to fall down of its own weight. It is based on sharply defined class consciousness, and this is one of the things the American Farm Bureau Federation expects to sweep away.

Educational work done by manufacturers in behalf of retailers would supplement all this most effectively. There are plenty of

FIRST
in St. Louis

for the first 3 months of 1920
for the first 6 months of 1920
for the first 9 months of 1920

Measurements of all St. Louis Daily Newspapers for the first three months, the first six months and the first nine months of 1920 show overwhelming leads for The St. Louis Star in the following:

THE ST. LOUIS STAR
FIRST
in Volume of Local Display Advertising

THE ST. LOUIS STAR
FIRST
in Gains in Local Display Advertising

THE ST. LOUIS STAR
FIRST
in Gains in Total Display Advertising

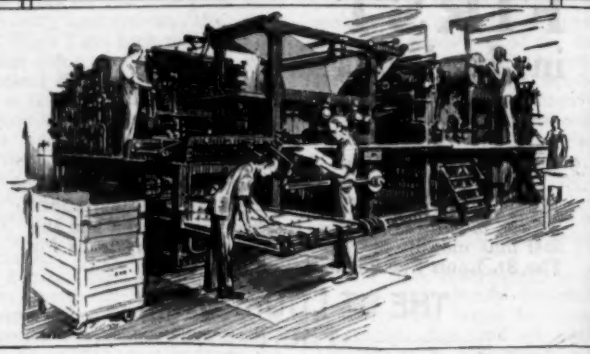
THE ST. LOUIS STAR
FIRST
in Gains in Total of All Advertising

Advertisers who make their investment in newspaper space pay Big Returns, KNOW they CANNOT cover St. Louis unless they use The Star.

THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

Don't Say "Paper" — Say "STAR"
Trade Mark Registered



And after the Job is Placed

—fulfillment follows the path of promise.

—in technical language your ideas are conveyed by the Goldmann printer-salesman to the minds of men who readily interpret in type the ideas of your vision. Quality is co-ordinated with economy by those short-cuts that do not menace perfection.

Frictionless efficiency — from discussion to delivery.

ISAAC GOLDMANN COMPANY
Printers since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

things that ought to be brought home to the farmer forcefully.

"It seems to me," a manufacturer said to PRINTERS' INK, "that we manufacturers are overlooking a most promising opportunity through not supplying to dealers a definite plan whereby they can co-operate with the farmers through the various county agents to the mutual benefit of all. There ought to be a live organization of retailers in every town, no matter how few in number the dealers may be. The commercial organization should in each case try to get representative farmers as members. The farmer is a business man just as much as is the man who is running a store."

"Last fall," said another manufacturer, "when the Illinois Commercial Apple Growers' Association met to buy insecticides, members declared they would not purchase from dealers or jobbers because they feared they would thus have to pay a consumer's price. They knew that if dealers and jobbers in Illinois could buy insecticides lower than they could, their existence would not be justified and the organization would go to pieces. The manufacturers knew this also and practically all of them quoted consumer prices. One or two, however, quoted jobber's prices or better. The result is that to-day manufacturers must sell insecticides in Illinois to dealers and jobbers with the understanding that their prices will be in line with those quoted to the Illinois Commercial Apple Growers' Association.

"Our contention is that the manufacturer should list every fruit-growing organization and co-operative-buying body in the United States and decide which should be dealers and which consumers. Any organization operating retail stores would, of course, be entitled to dealers' privileges, but all the others should be quoted consumer prices only. If this policy should be adhered to, the buying organizations automatically would have to quit business.

"I cannot see why it would not be just as lawful for manufacturers to protect their interests in this manner as it is for the organizations to get together for the purpose of disrupting the dealer and jobber market and going so far as to publish their intentions widely. This is the most powerful weapon we can fight with right now. If we use it properly and back it up with a definite advertising campaign to dealers and jobbers I think we could kill co-operative buying in a short time."

An official of the American Farm Bureau Federation, while ready to admit the necessity of keeping up the retail store in order that the country towns might flourish, thus increasing the value of farms, told the writer he could not understand why a manufacturer would not just as soon sell ten carloads of a product to a co-operative-buying organization as to a jobber if the price would be the same.

"The manufacturer is after outlet for his goods," said this official, "and he gets it in either case."

The answer is easy.

Any manufacturer selling co-operative organizations at low prices for the mere purpose of disposing of tonnage would be exceedingly foolish, for the reason that it is impossible to build up a legitimate and established trade on his products through such channels. Getting the business one year on price he loses it to some other manufacturer next year on price. This is no foundation upon which to base a manufacturing, advertising or selling programme.

J. Wayne Andrews with Ross-Gould

J. Wayne Andrews, formerly of Chicago, and more recently advertising manager of a machinery company in St. Louis, has joined the Ross-Gould Company, advertising agency in St. Louis, as an account executive.

M. L. Havey, Vice-President, Celluloid Co. of America

M. L. Havey, who has been general sales manager of Cheney Brothers, silks, New York, has been made vice-president of The Celluloid Company of America.

Consumer Copy That Betters Dealer Co-operation

Printz-Biederman Succeeds in Lining Up Retailers for a Uniformly Timed Fall Opening by Means of National Advertising

THE exclusive franchise plan seems to operate to the best advantage in the ready-to-wear clothing field. In that field Hart Schaffner & Marx, in men's clothing, and The Printz-Biederman Co., in women's clothing, stand as examples of advertisers who are always trying to better dealer co-operation. These manufacturers are constantly showing dealers that the consumer acceptance which exists for their products comes in a large measure through consistent advertising. In its present consumer campaign Printz-Biederman utilizes another method of obtaining more and better dealer co-operation.

The plan has been to add to the consumer selling point, which it sums up in the words "the consciousness of the Printzess' label," news of three special sales events which every dealer holds each season. (1) An advance showing of fall and winter garments on August 28; (2) fall opening on September 20; and (3) Printzess Week, October 11-16. The news was so worded that to the consumer the events seemed to announce regular Printz-Biederman dealer sales events. There was no excitement, no talk of an innovation in the copy. Perhaps, the way in which Printz-Biederman quietly insisted that the consumer should be present at these different showings is best illustrated by the first advertisement in this campaign. Here is practically all that the advertisement had to say:

"The Printzess merchant in your town is now holding his advance showing of Printzess coats and suits for fall and winter.

"When you see these beautiful models, you, too, will feel the thrill of enthusiasm which inspired Printzess designers in their creative work. Enthusiasm born of wonderful new fabrics, multiple colorings and interesting variations of silhouette that meet your individual requirement."

During the early part of September the copy announced the retail merchants' fall showing and definitely stated that this showing would take place during the week beginning September 20.

The copy for the third event took the form of a formal invitation to "Printzess Week" which all "Printzess" dealers would observe.

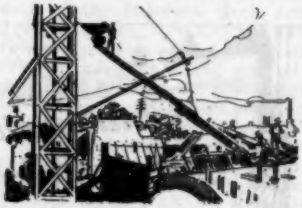
"We join with the Printzess Merchant in your town," said the copy, "in cordially inviting you to the complete presentation of Printzess coats and suits for fall and winter wear during Printzess Week, October 11-16. All the newest ideals of design, color and silhouette, expressive of the prevailing mode will be exhibited."

PREPARING FOR THE THREE EVENTS

"Of course, this plan would never succeed if we had approached the dealers in an arbitrary manner," said a representation of the company's advertising agency. "We found out the dates that were best for each selling event, then we prepared a portfolio of the entire campaign for each salesman to carry on his advance trip. It was part of his work to sell the dealer the advertising along with the bill of goods.

"This portfolio, while very compact, was a complete story of the national advertising. It contained proofs of advertisements that had been completed, and photostats of the layouts of those still in process. All dealer helps were shown. Among these helps was a calendar which contained along with the dates of each event, information regarding the newspaper copy that the dealer should send for so that he might properly take advantage of the national advertising."

While it was, of course, im-



Concrete

Covers the construction field

An intensely practical, very-much-alive, monthly paper reaching the cream of the construction field—contractors, civil engineers, architects, concrete stone manufacturers, road builders, highway officials, cement and lime manufacturers. It wields editorial influence—its circulation claims are backed by A. B. C. audits—its advertisers *get results*.

It has a Service Department with a brain, a conscience and imagination.

Ask us to do something for you!

CONCRETE-CEMENT AGE PUB. CO. New Telegraph Bldg. Detroit, Mich.

A. B. C. *Charter Member of Each!* *A. B. P.*



When you advertise in Cleveland—

Cleveland is a splendid city in which to address your audience of prospects—a city which offers exceptional opportunities for localizing your national campaign effectively by means of outdoor advertising.

The Harry H. Packer Co. has many of the city's choicest locations. It has confined its efforts to distinctly high-class work, and is recognized as a vital factor in its field. When you advertise in Cleveland, let the Harry H. Packer Co. take care of the outdoor end of your campaign.

If your 1921 orders for poster showings reach us soon we can give you unusual service by April first.

Associated with the O. J. Gude Company of New York, which is the largest outdoor advertising concern in the world.

The Harry H. Packer Co.

Outdoor Advertising

1064 ANSEL RD. *Cleveland, O.* BELL—CEDAR 1991

portant to inform the dealer in advance of this campaign, the giving of such information alone would not prevent the dealer from feeling that special efforts were being made by the manufacturers, to directly benefit him and that he in turn should give hearty co-operation in order to fulfill the contract. The manner of the consumer copy was the key to the good-will and enthusiasm of the dealer for these special events.

The copy angle of getting the consumer to demand of the dealer the service the manufacturer wants the dealer to give has found itself profitably presented in this Printz-Biederman campaign.

Advertising Has Important Part in Bankers' Convention

THIS year, for the first time, the American Bankers' Association is devoting major attention to the subject of advertising, according to the programme of its forty-sixth annual convention to be held in Washington, D. C., October 18 to 22.

"Advertising has been such a factor in modern banking development that its careful consideration is only natural by this association representing 23,000 American bankers," says W. P. Sharer, newly elected president of the Midland Bank, at Cleveland, and chairman of the Public Relations Committee of the American Bankers' Association. "The real wonder is that it has escaped this substantial recognition on the part of a profession that has made its most rapid strides with the aid of advertising.

"Advertising and public relations work is being rapidly developed to its full importance in the association. The new constitution which will be adopted at the Washington meeting makes our present committee a commission, and establishes the work as one of the big departmental bureaus."

Fred W. Ellsworth, vice-president of the Hibernia Bank and Trust Company, New Orleans, and former president of the Financial Advertisers' Association, will address the Washington convention on Wednesday, October 20, on "Publicity and Public Relations."

A special bank advertising conference has been called by R. S. Hawes, president of the American Bankers' Association, for Tuesday night of the convention. Charles H. Sabin, of the Guaranty Trust Company of New York, has been invited to make the principal address. Other talks will be made by F. D. Connor, Illinois Trust & Savings Bank; Herbert Morgan, Union Trust Company, St. Louis; and M. E. Holderness, president of Advertising Club, St. Louis.

An exhibit of model bank advertising, arranged by the Financial Advertisers' Association, which was originally displayed at Indianapolis, will be displayed in the registration room of the New Willard. This exhibit will contain a collection of bank advertising campaigns, special booklets, and brochures.

The Public Relations Committee created at the last annual convention, under whose leadership this greater advertising interest in the American Bankers' Association was fostered, will also make a display of their year's work, under the direction of W. B. Weisenburger, of St. Louis, secretary of the committee.

Among the subjects and speakers scheduled for the big banking congress at the national capital, are:

Hon. E. T. Meredith, Secretary of Agriculture, "Banking and Agriculture"; Hon. D. F. Houston, Secretary of the Treasury, "Government Finance"; George Woodruff, president, First National Bank, Joliet, Ill., "The Country Banker's Problems"; Fred I. Kent, vice-president, Bankers Trust Company, New York, "International Relations" and Jos. H. De Frees, president, United States Chamber of Commerce, "Service Organizations."

Sweater Industry Pledged to Advertise

THE National Association of Sweater and Knitted Textile Manufacturers has succeeded in securing pledges from practically all of its members to support a co-operative advertising and publicity campaign for the industry. While the goal for a period of three years is $200,000, there was $75,000 pledged in writing for the purpose at the semi-annual convention of the association held in Milwaukee, October 8 and 9. This meeting was attended by 114 manufacturers, largely the Eastern and Mid-Western establishments.

Each subscriber signed a contract to pay on the tenth of every month, for one year, one-tenth of one per cent of the previous month's net shipments for the campaign.

Data were presented at the convention in Milwaukee, to the effect that in the dry goods field 25 per cent of all retail sales go over the counters as necessaries which are asked for by the consumers; 20 per cent of the sales are ascribable to window trimming; 20 per cent to personal salesmanship, and 35 per cent to national and miscellaneous advertising and promotion.

Recent magazine advertisements of Lux and Ivory Soap were shown at the meeting, in which practical advice was given as to how to wash sweaters and other knit goods, and S. S. Sampliner, chairman of the publicity committee, remarked:

"These people are thinking that we are more powerful than we really are. They are showing us the way, and we ought to feel embarrassed to have them beat us to it in this way. These campaigns show what can be done with the power of advertising."

One of the first trends to be taken by the campaign will drive at the bathing suit business.

B. B. Robbins, a Philadelphia member, spoke in solemn warning to the manufacturers: "Back up this campaign with honest merchandise," he said, "or it is bound to fail."

He also warned the members not to outrage decency in designing of styles and garments, and claimed that there is a movement sweeping the entire country against what he called "overstyled" clothing.

Salesmen for the manufacturers and the employees of the mills will be included in the campaign to increase the morale of the industry's personnel.

New York State Newspaper Publishers Organize

The New York State Publishers' Association has been organized by publishers from all parts of that State with the exception of Greater New York. The officers of the new association are: President, Frank E. Gannett, Rochester *Times-Union;* first vice-president, E. H. Butler, Buffalo *Evening News;* second vice-president, Lynn J. Arnold, Jr., Albany *Knickerbocker Press;* treasurer, Gardiner Kline, Amsterdam *Recorder;* secretary, Charles E. Congdon, Watertown *Daily Times;* executive committee: F. A. Merriam, Mount Vernon *Argus;* E. H. O'Hara, Syracuse *Herald;* Prentiss Bailey, Utica *Observer;* R. E. Bennett, Binghamton *Press;* and F. P. Hall, Jamestown *Journal.*

Templar Account with Kelley Agency

The Templar Motors Corporation, Cleveland, has placed its advertising in the hands of The Martin V. Kelley Company. This account will be handled through the agency's Toledo office.

Arthur Smith with Williams & Cunnyngham

Arthur Smith, formerly with the Chicago office of Van Patten, Inc., is now with Williams & Cunnyngham, of that city, as space buyer and general manager.

C. E. Gray Joins Chambers Agency

Coleman E. Gray, formerly with Murray Howe & Co., Inc., New York, has joined the Chambers Agency, Inc., New Orleans.

Maxwell-Chalmers Account with MacManus Agency

The advertising of Maxwell and Chalmers motor cars is now being handled by MacManus, Incorporated, Detroit.

In Springfield, Mass.

$510.43

is the average deposit in the Mutual Savings Banks

$61,509,386.32 is on deposit in Mutual Savings Banks and Savings Departments of National Banks and Trust Companies. In Mutual Savings Banks alone there are 96,254 depositors whose deposits average $510.43 and total $49,131,342.02. With the accounts in Savings Departments of National Banks and Trust Companies added to those in the Mutual Savings Banks there are 172,420 depositors whose deposits average $356.74 and total $61,509,386.32

A high average savings deposit in any city is a true indication of the buying power of its population—

Cover Springfield and its rich suburban territory with The

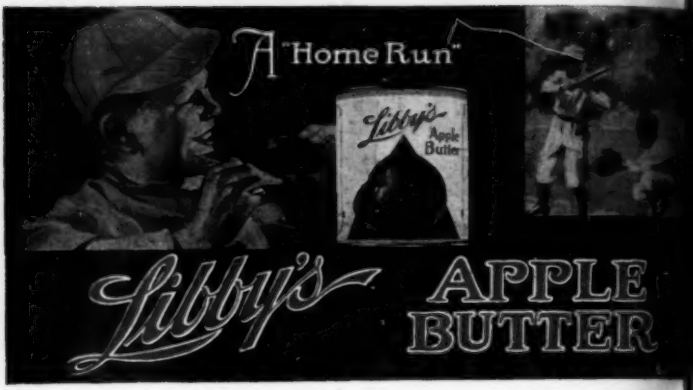
Springfield Republican and The Daily News

Circulation over

52,000

Largest in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York; Lytton Bldg., Chicago



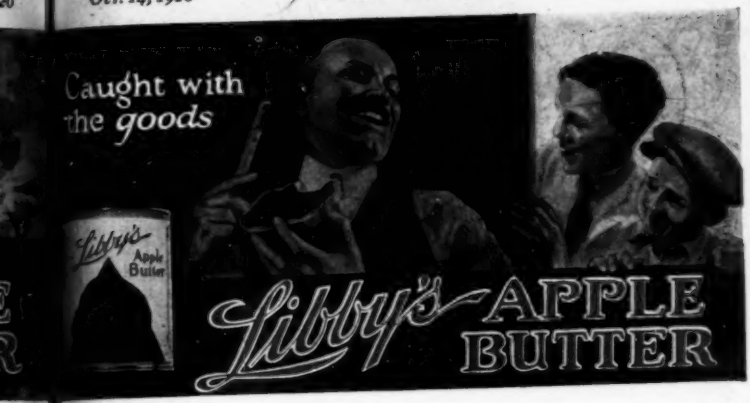
THE LIB C

Reproduced here in miniature are three ew Lib

Their quick human interest appeal in co n with in actual size and natural colors, make tive co name and the delicious Libby product e peop campaign develops.

The cards were prepared by the Street R Adver tion with the Advertising Department o , McN





CARDS

three new Libby, McNeill & Libby car cards.

in co with the life-like presentation of food
makes tive combination to represent the Libby
ducts t people, in section after section, as the

reet R Advertising Company in close co-opera-
nent o , McNeill & Libby.



GIS BY NEW CENTURY COLOR PLATE CO. N. Y.

copy

The Message

in Lincoln's Gettysburg address, if written in the words of a man less a master of the English language, would have fallen on uninterested ears and been forgotten generations ago.

In Advertising, too, HOW YOU SAY IT is equally vital to WHAT YOU SAY.

Time and time again we have taken over dubious campaigns and turned them into pronounced successes solely by the force of "P-H" copy.

For eight years we have been concentrating, studying and emphasizing the importance of HOW YOU SAY IT.

By the way—"OLD MAN SPECIFIC" was created by a member of this organization, P. K. Marsh. Copies in booklet form to national advertisers on request (limited supply)

The Powers-House Co.
Advertising
Cleveland

P-H

Johns Hopkins Increases Scope of Business Teaching

IT is interesting to note the new courses started this year at Johns Hopkins University, Baltimore, as adjuncts to the study of business economics. Last year the evening courses covered Political Economy, Elementary Accounting, Business English, Money and Banking, Corporation Finance, Salesmanship, Advertising, Foreign Trade, as well as Mathematics, Chemistry and Engineering for Technical Workers. At the beginning of the 1920-21 academic year the following new studies are announced:

"Current Economic Problems," taking up the important economic questions now facing the people of the United States.

"Legal Aspect of Business Practice," given in co-operation with the American Institute of Banking; affords a familiarity with legal principles that are of practical importance in everyday business.

"Business Psychology," dealing with the practical use of psychology in the selection and replacement of employees.

"Industrial Relations."

"Principles of Suretyship," embracing lectures and "quizzes" on the theory and practice of corporate suretyship.

"Railway Accounting," for those engaged in railroad business, as well as those contemplating entering its service or the service of the Interstate Commerce Commission.

As a result of last summer's experiment, "Journalism" will also be part of this winter's curriculum. This course is given in co-operation with the Baltimore *Sun*, and students have the opportunity to study the actual making of a modern newspaper. The instructor is G. Ellis Porter, a member of the editorial staff of the *Sun*.

"The Gilman Memorial Lectures on Geography" have been established in connection with the course in Business Economics, and will be the first ever offered at Hopkins on commercial geography.

These courses are not only conducted by members of the university instructional staff, but by experienced business men. For instance, E. Lyell Gunts, the instructor of "Advertising," is the vice-president of the Green-Lucas Advertising Agency; Dr. George L. Radcliffe, instructor of "Principles of Suretyship," the vice-president of the Fidelity and Deposit Co.; F. A. Deverell, instructor of "Railway Accounting," assistant comptroller of the B. & O. Railroad; Evert C. Palmer, instructor of "Salesmanship," selling representative of the American Multigraph Sales Co.; and Dr. Boris Emmet, instructor of "Industrial Relations," was formerly connected with the Bureau of Labor Statistics, but is now the labor manager of the Henry Sonneborn Co. Major Lawrence Martin, who will give the geographic lectures, is of the General Staff Corps, United States Army, and was chief of the geographic section, military intelligence attached to the American Commission to negotiate peace.

Red Cross Roll Call Campaign

The Fourth Red Cross Roll Call advertising campaign is being prepared and placed by the Joseph Richards Company, Inc., New York. The campaign consists of a series of magazine and underwritten newspaper advertisements that will appear immediately prior to and during the Red Cross roll call period—November 11 to 25, 1920.

The American Red Cross "Greatest Mother in the World" poster, used in this country during the war and borrowed by the British Red Cross in its money-raising campaigns during the last year of the war, has been revised for use in the coming campaign under the title, "Still the Greatest Mother in the World." Where the war-time poster showed a wounded soldier on a stretcher, the peace-time poster shows a little cripple boy in the arms of the "Greatest Mother," and typifies the peace-time service of mercy rendered by the Red Cross.

James Derum with MacManus Agency

James Derum, formerly with the Campbell-Ewald Company, Inc., Detroit, is now in the copy department of MacManus, Incorporated, Detroit.

A Marked Improvement in Newspaper Advertising Display

Studious Attention Being Paid Even to the Rush Campaigns That Must Be Produced from Day to Day—Largely a Matter of Wise and Artistic Composition

By A. L. Townsend

THERE has been a prevailing tendency to take the newspaper advertiser to task for his shortcomings in the matter of artistic display, well-balanced composition, and commercial art.

We have told him that newspaper advertising can and should be every bit as fine as that which is appearing in the magazines.

We have browbeaten him into believing that he is remiss in every branch of his work. He uses too many kinds of type in too many variegated sizes. His illustrations are crude and inappropriate. He has no conception of the niceties of balance, marginal provisions and composition.

In fact, he has been raked fore and aft to such a vigorous extent that he seems to have risen in his anger and set about a complete refutation. He will have no more of it. And while setting his house in order, he is surrounding himself with the best available talent; experts in all the technical lines of production.

When Saks & Company go into the open market and buy the services of an artist whose illustrations have always been identified with our popular monthlies and weeklies and whose style is so absolutely distinctive that even the novice will be able to detect the man's individuality, it is a high sign of the changing times.

The average New York newspaper carries a flood-tide of men's clothing displays. Most of them are generously illustrated. The manufacturer of clothing and his special accredited distribution points are sticklers for "style." They have alert emissaries who are continually on the lookout for art talent that is out of the commonplace, that is thoroughly distinctive, that can become a living part of the ideals and the policies of the concern.

And if the man they want happens to have ideals of his own, with a preconceived abhorrence for the commercial, he is won over by sheer force of financial arrangement. The cost is secondary. They want him and that's all there is to it.

These strategic moves have, of course, put real art into newspaper advertising. The Saks campaign is one of many. But here we have the somewhat startling novelty of an American illustrator's peculiar style and technique used to sell men's clothing and to provide an essential atmosphere. The old-fashioned strait-laced figure drawing gives way to easy, breezy little vignettes that would be perfectly at home in the body of a piece of popular story writing. They are as far away from the commercial as one could ask.

It is this mixture of sentiment and humanness with the business of buying and selling that has put heart into newspaper campaigns. Advertisers have almost ceased attempting to secure an original illustration on the economy basis. Where once they went shopping with a basket and bought it, judiciously, by the pound, now an artist of note is placed under contract, and the best that's in him is none too good.

A NEW SERIES GETS WIDE ATTENTION

A house of the character of Franklin Simon & Co. will climb down from the Conservatism wagon and originate a charming basic thought for an entire series of advertisements, in behalf, say, of one featured department. Thus we find, in a connected series for

To Advertisers:

The Evening Journal ***prints*** *to-day* ***259*** *columns of Paid Display Advertising, and regrets that it was necessary to* ***omit*** *35 columns of advertising.*

This is the greatest volume of display advertising ever printed in any regular edition of any New York evening newspaper, and breaks all previous records made by The Journal itself.

The above notice was printed in the New York Evening Journal Friday, Oct. 8, 1920

647,895

was the NET PAID Daily Average Circulation for September, 1920, of the

NEW YORK JOURNAL

AT

3 CENTS PER COPY

The Largest Circulation of any Daily Newspaper in the United States

Member of Audit Bureau of Circulations

The Boys' Shop, story-books and history have been searched for educational themes for most attractive pictorial strips. These may not bear close relation to the merchandise listed and talked about, but they put the reader in a receptive fame of mind.

Any mother will call the attention of her children to the sunny illustration of a curly-headed lad seated beneath a tree, on a hillside, watching rather wistfully the boats that come and go on the calm water below. For the footnote tells her that "Alfred Tennyson, the English poet, wrote an epic of 6,000 lines before he was twelve. And at fourteen he wrote a drama."

Now that school has opened, and little heads turn to books, such a series as this is certain to attract favorable and interested attention. A few years ago, no newspaper advertiser would have dreamed of going this far afield for picture themes.

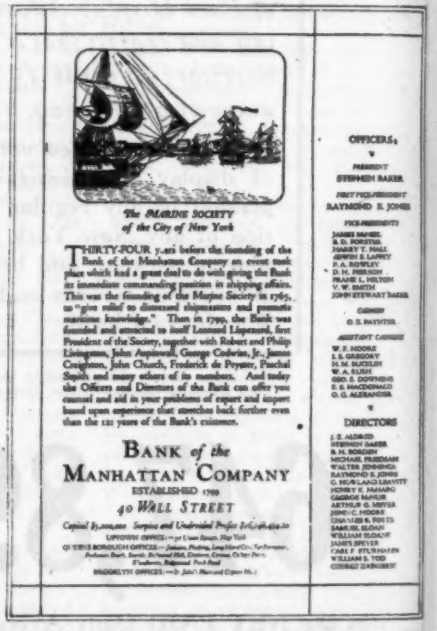
There is a marked disposition on the part of large department stores in all sections of the country to split up their advertising into smaller units, each unit featuring a department.

This naturally permits a more artistic expression of certain ideals that have been long in the ambitions of advertising managers. They can "play" with typography, pictures, border effects and composition.

It is no uncommon thing for a single newspaper to carry four or five individual advertisements, each keyed in an entirely different spirit, yet each bearing the same firm name-plate.

There is a wholesome rivalry, an abiding desire to outdo one another.

One paramount lesson seems to have been learned. Newspaper advertisers are not afraid of "plenty of white marginal space." This is a victory for the make-up man, the idealist in the shop, who has known from the very begin-

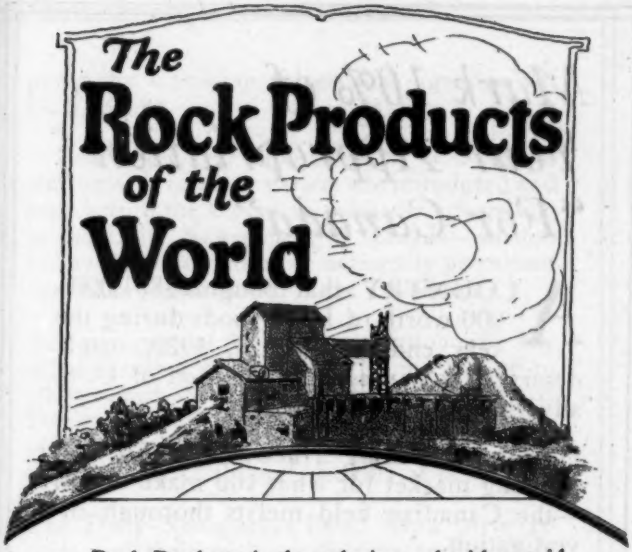


ATTRACTIVE TYPOGRAPHY AND ILLUSTRATION AND GOOD BALANCE IN A NEWSPAPER ADVERTISEMENT

ning that if you want concentration of the eye, balance, charm, the feeling of quality, you must devote a certain proportion of the total space to wide magins.

The best current examples of newspaper display are conspicuous in this regard.

The blocking of text and picture, either in the centre of a given space, or a little to one side, and set off by wide white margins, is really the solution of the problem. No advertising display can be wholly displeasing if the rule is applied.



Rock Products is the only journal with a paid circulation in the Rock Product Industry. It is read carefully, thoroughly, by the owners, operators and superintendents of plants throughout the country because of its reports of market conditions, its prices of material, and its mechanical and technical helps.

It is the Authoritative Journal of the Rock Product Industry because it deals fully with engineering and technical plans, describing in detail plant problems and methods.

It deals with the production of crushed stone, sand and gravel, cement, lime, gypsum, glass, sand, talc, soapstone, and other non-metals.

ROCK PRODUCTS

542 S. Dearborn St. Chicago, Ill.

Mark 10% of Your Appropriation "For Canada"

A COUNTRY that bought $881,000,000 worth of U. S. goods during the year ending July 31, 1920, surely deserves the earnest consideration of U. S. advertisers.

If you are seeking a new, profitable and growing market for what you make or sell—the Canadian field merits thorough investigation.

It is a fact that every successful manufacturer in the U. S. can duplicate his success in Canada if he goes about it in the right way. And the "right way" means via "the national media."

The Daily Newspapers of Canada

Spend 10% of your appropriation in these papers and you reach over two millions of the most progressive people in the Dominion—people with tastes and preferences for the best class of goods—and money enough to gratify every legitimate want.

In every issue of these newspapers the year 'round you will find "international copy" pre-

Prepared by SMITH, DENNE & MOORE, Ltd.

pared by Canadian advertising agencies for U. S. clients.

Year after year campaigns on U. S. goods and services of every variety are introduced and kept before the Canadian public by advertising in the Daily Newspapers of Canada—so that to-day there are scores of nationally prominent American products sold in the Dominion.

Ten per cent of your appropriation will buy sufficient space often enough to measure up to all standards of approved advertising practice. Don't make up your "1920 list" without providing at least 10% of your appropriation for Canada—your "foreign" market at home.

The Daily Newspapers listed below cover 16 cities and their outlying districts and reach a combined population of over 2,000,000 people. Each one is a leader of thought and influence within its circle.

Write direct to these newspapers or ask your Advertising Agency for data concerning them.

The Daily Newspapers of Canada

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	Guardian & Examiner	St. Thomas, Ont.	17,000	Times-Journal
St. John, N. B.	60,000	Telegraph & Times	Toronto, Ont.	512,812	Mail & Empire
Montreal, Que.	801,216	Gazette La Patrie La Presse	Winnipeg, Man.	221,708	Free Press Tribune
Quebec, Que.	103,246	Le Soleil Telegraph	Regina, Sask.	35,000	Leader & Post
Sherbrooke, Que.	23,212	Record	Calgary, Alta.	75,000	Herald
Kingston, Ont.	23,700	British Whig	Edmonton, Alta.	60,000	Journal
London, Ont.	60,000	Advertiser Free Press	Vancouver, B. C.	100,401	Sun (Daily & Sunday) World
St. Catharines, Ont.	19,014	Standard	Victoria, B. C.	60,000	Colonist

Advertising Agency, Toronto, Montreal

The encouragement of artists in typography has been another beneficial asset. It was slow in finding appreciation, but it has come at last, and is growing in popularity. These men and shops confine their attentions to the subtleties of type arrangement. They do nothing else. They exercise alert judgment, and as it is one of their working doctrines that they are not to be bossed, told how to do it, or made slaves to the immature type layout of the other fellow, they take an infinite amount of pride in their set-ups.

Due in no small measure to the earnest efforts of this group, the aggravating custom of sprinkling many kinds and sizes of type through one piece of copy, has been put away in moth balls and the old cedar chest.

There appears to be no middle ground in this matter of typography: it is either very good, indeed, or inexcusably bad.

The rules of it cannot be learned from a type-book. People only delude themselves when they putter around with pencil layouts, squares, blocks for type and elaborate marginal instructions. The people who are doing the fine things are people who have made type a life-long study. They "feel" what they do. It is quite as much an art with them, as figure designing is with the artist. They know intuitively when a composition is right or wrong, when a headline is spotted inexpertly, when type is too large or too small.

They can sense the styles of type that should go with a certain illustration, a specific border, a definite line of merchandise.

We would say, looking at the entire business of newspaper advertising, long range, that it is vastly better because of a few rather uninvolved elements; the pen drawings are now really artistic, in good taste. The subjects are, in themselves, less commercial. The creators of campaigns go delving for the picturesque, the unique, the decorative.

Secondly, composition has come to be an accepted profession. Those who are not equipped to assume this responsibility are no longer permitted free reign. We are living in a day of the specialist—the man or the organization that does one thing as well as it can be done.

The advertiser will employ or have intimate business dealings with a master of typography, and every piece of copy comes under his personal direction. He has the final say.

Better judgment is being shown, also, in the arrangement of borders. They are simpler, drawn in true character, and correct as to period. They are not overdone as they were a year or two ago.

And white space is as popular now as it was unpopular then. Because an advertiser pays for a certain number of square inches of space, he no longer assumes that he is being cheated if he fails to pack it with type and picture.

Another Slogan Would Establish Priority

ROVIG LUMBER COMPANY
SEATTLE, Sept. 17, 1920.

Editor of PRINTERS' INK:

Will you please tell me if any other mill has the slogan that we are using, which is "Better Millwork?" We have been using this slogan now for a little over a year and we wondered if some other house was using the same slogan.

Any information you may give along this line will be appreciated.

P. B. WILCOX, *Advertising Manager.*

To Advertise Automatic Lubrication

The Advanced Products Corporation, manufacturer of Vanoiler Automatic Lubrication, will use class and technical publications in an advertising campaign to start immediately. The advertising agency of Robert H. Dippy, Philadelphia, has been given charge of the account.

J. B. Rathbone Widens Field

J. B. Rathbone, special newspaper representative for a number of Western Canada newspapers and farm papers, will in future have charge of the foreign advertising for these publications in both the Toronto and Montreal territories. A Montreal office has been established.



William Riley Harvey —

has been representing the Literary Digest for the past five years in the Chicago territory. For the ten years previous his energies were devoted to engineering and the sales of engineering products with Wernicke-Hatcher Pump Co., J. L. Schureman Co., and Cutler-Hammer.

So Mr. Harvey has a great deal to make him of definite, tangible value to the Industrial Equipment Advertiser.

We are glad to announce his coming as Industrial Power's Western Advertising Manager with headquarters in Chicago.

INDUSTRIAL POWER
538 S. Dearborn St., Chicago

Industrial Power

50,000 Officials in 20,000 Plants

BILLIONS
For Canada's Farmers

The gross value of the agricultural production of Canada for 1920 will exceed $2,500,000,000—an amount sufficient to wipe out the national debt of Canada and still give $700 to every farm home.

The value of five coarse grain crops alone will total $1,250,366,000—an increase of *57 per cent* over 1919.

The *per capita* value of Canada's field crops in 1920 is $227 compared with $165 in 1919. The *per capita* value of the United States crop in 1919 was about $122.

The gross value of Canada's agricultural products represents an average of $3,335 per farm compared with $2,634 in 1919.

Canada's National Farm Journal

The figures on the opposite page indicate to some small extent the mighty buying power of Canada's 750,000 farm homes, of which *one in every five* receives the Family Herald and Weekly Star.

Here is a rich and rapidly expanding market, instantly responsive to advertising appeal. Canadian farmers are in the market now for practically all general commodities sold to urban dwellers as well as for products suited exclusively to the farm.

A carefully planned advertising campaign in the Family Herald and Weekly Star will keep your goods moving in constantly increasing quantities along the rural routes into the most prosperous farm homes of Canada.

During the next six months is the time to attract your share of the huge trade resulting from Canada's super crop. *Put Canada's National Farm Journal on your sales force.*

Circulation exceeding 150,000 weekly, sold nationally or sectionally. Entire Dominion editions 50 cents, flat. Either Eastern or Western Division 30 cents, flat.

Family Herald and Weekly Star.

Canada's National Farm Journal

Established 1870

MONTREAL, CANADA

New York Representative
DAN A. CARROLL
Tribune Building

Chicago Representative
J. E. LUTZ
First National Bank Bldg.

A Suggestion

You'll find a buying market in the Northern Indiana-Southern Michigan Trade Territory, with its booming factories, productive agricultural districts and thriving Retail stores.

Number of Counties	8
Population	375,742
Bank Deposits	$65,422,740

You'll find complete and comprehensive data on this thriving trade territory in a presentation which we have prepared for your permanent files. Write for it.

SOUTH BEND NEWS-TIMES

Morning Evening Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

If You Don't Import You Can't Export

Great Britain Has Succeeded in World Trade Because She Not Only Sold, but Also Bought—We Must Carry Out This Principle if We Want Export Business

By Paul E. Derrick

THERE is a natural and receptive market in America for many lines of British goods. These are, in general, competitive in character, but not in price. Great Britain cannot compete with us in those lines that permit the fullest play of our standardized automatic production.

In goods of competitive character, Britain's opportunity here lies in the better and higher priced qualities.

Only by producing here can she compete in the cheaper and standardized lines.

The Britisher may not be expected to respond readily to opportunity for producing his goods over here. This is a policy opposed to his traditions.

Under normal conditions of production, there is a vast amount of extremely desirable trade for Britain in this market. John Bull is aware of this. Yet, how few British successes of importance have been achieved here. I will tell you why.

British trade has been extended around the world. John Bull was the first, the cleverest, the most successful world trader.

He is world-sensed as is no one else. He thinks in units of nations and operates on world markets as a pianist performs upon a piano.

He follows instinctively a line of least trade resistance because all lines of trade are familiar to him.

He has built up a vast web of finance and communication that is hourly responsive to every financial and economic tremor on the surface of the earth.

Through all these generations of world-wide activity he has played a clever but a clean commercial game. He did not achieve his place by German means—by disruptive international propaganda, by insidious penetration, nor by destructive local industrial strangulation, nor by ruthless underselling of key industries.

You know somewhat of German methods here, but it was the smaller and weaker nations that Germany beat down industrially, and by every dishonorable means kept in a state of industrial and financial vassalage.

By no such means did Britain obtain her wealth and industrial power. She bought from and sold to every nation, and Britain's development was always dependent upon the development of the countries with which she traded.

The reason why Britain has not been a bigger import United States factor, particularly as regards branded goods of her own production, is because we have maintained such high import tariffs against the outside world that she found more ready and more profitable markets for the bulk of her export goods in other countries.

Only goods of special character, such as were not sufficiently supplied by our own home producers, or luxury goods that could be sold at a profit sufficiently great to absorb the tariff differential, were shipped to this market.

In the past, we all know that our tariff legislation has not been exactly scientific. There has been too much politics mixed up with it. It has been, I fear, too subservient to Washington lobby.

The result has been that when enterprising and progressive American manufacturers have equipped

Portion of an address before Sphinx Club, New York, October 12.

themselves to produce lines of goods of equal quality to imported goods, by some mysterious means the tariff on that classification has always been promptly raised sufficiently to freeze out the important lines.

I am not discussing the national advantages of this policy or its disadvantages, but am pointing out one reason why Britain holds aloof from this market.

How much less will she naturally be inclined to introduce lines of her goods such as require large and permanent investment in advertising and other aggressive selling expense, if she is any day liable to be forced to abandon not only the market she has created, but also the accumulated investment in establishing any particular line as a modern high-speed selling proposition, which, of course, is the only means for efficient sales effort in this country.

I would not have mentioned this matter but for the fact that existing conditions will compel the United States to buy more freely from Britain than in the past.

In the old days, before the war, John Bull sold his goods around the world wherever he could find the best market and invested a very large part of his savings in American farm loans when the Middle West was rapidly being settled up, in building American railways which were all financed by British capital, in municipal bonds for the development of gas, water and other urban services, in State and national loans, etc.

No tariff was raised against his importation of money, and, carrying out his common sense of trade and finance, he made his profit where he could and invested it where it was safest and most profitable.

Now the picture is reversed. The war has compelled Britain to liquidate her American investments and, as you know, she is to-day an immense debtor to this country.

A vast interest charge is annually accumulating, not to mention the repayment of the principal.

How is Britain to repay this vast and increasing sum?

How is she to repay us for our vast annual exports of foods, raw materials and other goods to her markets?

Are we to expect this accumulating bill to be paid us in money?

There is not enough money in the world to pay it.

It must be paid in goods, or in the purchase of British national or corporate securities.

It has been pretty well demonstrated that the American public may not be expected to digest foreign securities in any considerable quantity.

It is, therefore, common sense that an increased acceptance of British goods in this market is necessary to secure the payment of outstanding obligations.

Great financiers here are well aware of this and have repeatedly urged an increased hospitality to British goods.

The low state of European currency exchange will drift from bad to worse just so long as American goods go abroad and only European money returns. The existing exchange rate is a barbed-wire fence keeping American goods out of the world's market.

It is up to advertising men to push along the idea of reciprocity in trade; to explode the fallacy that America can continually export goods for cash payment. It cannot be done.

An expanded British market is needed here in America's own interests.

British goods of identified character coming into this market will require American advertising, and, therefore, in urging hospitality to British goods every advertising man is also serving his own selfish interests.

Every word that I have said concerning the British trade situation applies to every export market. We cannot be a hermit nation and a world-trading nation at the same time. Export trade is based on exchange of goods.

Middle West Circulation

Small Town Field



555,310 in Sixteen States

Shown by A. B. C. Auditor's Report

Illinois	66,430
Iowa	64,572
Ohio	68,105
Missouri	51,402
Michigan	44,323
Nebraska	42,625
Minnesota	38,334
Indiana	37,818
Wisconsin	34,545
Kansas	33,971
Oklahoma	18,212
Kentucky	12,983
North Dakota	12,316
South Dakota	12,187
Arkansas	11,691
Tennessee	5,796
	555,310
Eastern and Southeastern States	28,835
Western and Southwestern States	22,176
Total, Paid in Advance Circulation	606,321

People's Popular Monthly

Des Moines, Iowa

THE POPULAR STORE OF THIS TOWN

How Some Advertisers Are Correcting Pronunciation to Aid Sales

Would Jaeger Underwear Sell as Well if Prospective Buyers Were Left in the Dark?—How Many Would Venture to Buy Cliquot Club if They Were Not Sure of the Pronunciation?

By R. L. Burdick

THE "man who knows nothing about advertising, but knows what he likes," and his advertising friend, were standing in the lobby of an office building engaged in their favorite occupation of tearing apart each other's ideas of advertising, with the nearby candy-smokes-newsstand man as an interested listener.

"Now take this Jaeger ad for example." (He pronounced it Jayger.)

"'Smatter with that?" demanded the expert.

"It's an insult to my intelligence to give this simplified spelling of the name—puts me in the schoolboy class—"

"Let's see," friend expert answered with a twinkle, "just how *is* that name pronounced?"

"Why, Jayger, of *course*—see, it's spelled—um—um—well—"

"Yay-ger!" triumphantly announced the other, pointing out the respelling.

"Well," returned the unconvinced man, "how does that sell me any more of their underwear?"

The newsstand keeper chimed in here.

"Let me answer that. Here on my counter I keep two boxes of chocolate bars—Peters' and Cailler's—see. Well, when folks come up and want this kind they say, 'Gimme a bar of Peters chocolate'; but when they want Cailler's they say, 'Gimme a bar of *that* chocolate,' and point to it.

"Now just suppose I kept these boxes under the counter and put up two signs on the wall, 'Peters' Chocolate' and 'Cailler's Chocolate.'"

"But if your Cailler's sign also said 'Pronounced *Ky-yay*,' it would be fifty-fifty?" inquired the ad man.

"Right!" answered their mentor.

All of which serves to explain why a number of manufacturers have of late taken to showing, by means of simplified re-spelling or indication of accent, the correct pronunciation of their trade names in the advertising of their products. Jaeger, Olivilo, Cliquot Club and Molybdenum are some of the trade names that have blossomed forth in the new guise.

RETAILERS CAN GAUGE VALUE

Inquiry among dealers in these products has proved the actual sales value of this course. Not only are customers who previously mispronounced these names now asking for the goods correctly, but also many who never before used a brand name are now requesting these specific products by their right handle. There is also less opportunity for substitution when the customer knows exactly what he wants and is not afraid to say so.

This practice of indicating pronunciation might be criticized on the ground of insulting the intelligence of the more educated reader of the advertisements except for the fact that the "teaching" has been skilfully subordinated to the main display of the advertisements. Jaeger, Cliquot Club and Olivilo have re-spelled their names in small, but not inconspicuous, lettering which is easily seen, but which appears as a parenthetical bit of information for those interested in acquiring the right pronunciation.

Molybdenum employs an even

(*Continued on page 141*)



An extremely interesting black-and-white half-tone made from full-color painting by Hester Miller. Loaned by Stanford Briggs, Inc., to

The Sterling Engraving Co.

Call a STERLING
Representative

—

Twin Plants in New York:
200 William Street
Phone: Beekman 2900
10th Ave. at 36th St.
Phone: Longacre 820



This Belongs in Your Data File!

If you could leave your desk—board a train for Oklahoma—and spend a day or so in each of Oklahoma's principal cities—there are certain things that you would try to find out about each city and its trade territory.

Well, we have tried to look at it from *your* side—and such questions as we THINK you would investigate are covered in our recent special market survey of each of Oklahoma's principal market centers. The results of our investigations will be sent to you FREE, in a convenient folder for your files.

Write us TODAY for this folder of up-to-date, market information—go through it carefully—then if there are any points on which you would like to have more light—tell us about them. For it is our desire to give you ALL the facts you need in order to make your advertising dollars do full duty in Oklahoma. In other words, we are AT YOUR SERVICE.

"MAKE *EACH* OF OKLAHOMA'

Newspaper Co-operation in 9 Principal Cities

Not only is it our desire to supply you with up-to-date usable information—but each of our members stands ready at all times to CO-OPERATE with advertisers and agencies to the fullest extent—in making special trade surveys—in routing salesmen—in introducing salesmen to the trade—lending the newspaper's LOCAL influence, etc.

This newspaper co-operation—so essential to the success of most sales campaigns, particularly in merchandising the advertising to the trade—CANNOT be rendered as effectively by any ONE newspaper, as it can by the 13 strong Oklahoma Daily League papers, located in the 9 principal cities of the state.

Write us TODAY for this folder

Oklahoma Daily League

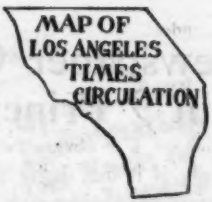
P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS Circulation—25,139	ENID NEWS Circulation—6,350
TULSA DAILY WORLD Circulation—25,194	ENID EAGLE Circulation—5,356
TULSA TRIBUNE Circulation—20,170	SHAWNEE NEWS Circulation—4,215
MUSKOGEE PHOENIX Circulation—13,741	CHICKASHA EXPRESS Circulation—2,100
MUSKOGEE TIMES-DEM. Circulation—12,005	LAWTON NEWS Circulation—3,000
McALESTER NEWS-CAP. Circulation—3,360	LAWTON CONSTITUTION Circulation—2,473

BARTLESVILLE EXAMINER
Circulation—3,393

RICH MARKETS PAY YOU"





Two Zones That Beat as One

The Los Angeles Times *is the only Southern California newspaper* which combines within itself the zone's "class papers."

Local climate and industries require highly specialized "class" publications. They must deal with irrigation instead of rainfall; oranges instead of apples; oil instead of coal; moving-picture production instead of furniture manufacture. Since necessarily devoted to, and supported by, a single zone, experience has shown they are best produced as parts of a great newspaper. Hence The Times' "bigness." Hence also its rivet-like appeal.

The Los Angeles Times *is the only Southern California newspaper* whose circulation *covers all* the zone and also *concentrates within* the zone.

A chart of The Times' circulation is a map of Southern California.

The Los Angeles Times *is the only zone-wide newspaper in Southern California* which is owned and edited within the community.

Three of Los Angeles' newspapers are "foreign" owned—the fourth is essentially a city and suburban news sheet.

In interest, extent and ownership, two zones that beat as one.

Could Omit All Retail Advertising and Still Exceed Next Morning Paper

—Could omit all department store, cloak and suit, men's clothing, furniture, shoes, musical, jewelry, cafe, school, hotel, resort, transportation, book and amusements (4,463,382 agate lines for first half of 1920) and remaining advertising would exceed next morning newspaper—or any other publication in Southern California.

The Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., Harris Trust Building, Chicago—225 Fifth Avenue, New York.

more subtle plan. The word is separated into syllables (not too obviously), and the accented syllable is underscored—all in the main display of the word. The reader sees this or not—as he chooses. Possibly the fact that this product is bought only by men of considerable education accounts for the less obvious way of bringing the pronunciation out.

As hinted in the fable above, the purpose of this advertising of pronunciation is to hurdle one of the strongest traits of human nature—the fear of appearing ignorant. The manufacturer who spent thousands of dollars to blazon his brand name throughout the land would feel that he had spent in vain should he hear his buying public asking for a can of—of—let's see—oh, yes—*those* beans. If, in the comparative privacy of reading his favorite magazine, Mr. Consumer has it gently whispered to him that he should ask for *Klee*-ko, he will march bravely into his grocery store the next day and demand this brand of ginger ale without batting an eyelash. In fact, the buyer experiences almost a feeling of elation in asking for a product in this way.

The fact that these advertisers have discovered and are correcting this very practical barrier to sales is an excellent indication that advertising is rapidly ceasing to be dictated *ex cathedra*, and is now being planned upon a basis of real study of the buyer and his habits of mind.

This method of teaching correct pronunciation is of great benefit to manufacturers of products which have been on the market long enough to be known by name to the eye, if not to the tongue. In other instances manufacturers who have put products upon the market under a name which, for some unforeseen reason has not proved glib to the tongue, have been able to re-name their wares early in the day and before much money has been spent in vain effort to popularize a difficult brand name.

Still other advertisers are even more forehanded and make a careful study and test of names before christening and launching their product. They have abandoned the Pullman car method of naming their goods—the mere attempt to be distinctively different—and choose a name which is easy to remember and easy to say.

Perhaps one of the best representative examples of this class of names is the familiar "Jonteel." Here is a name which in its origin is French. Yet, had the maker christened his toilet preparations *"Gentil,"* many present users would, because of unfamiliarity with the French language, be as yet timid about requesting these products by name.

No one can mispronounce "Jonteel," and yet, to the educated, it carries the same significance of delicacy and refinement that the original word means in its own language.

There is a danger to be found in naming a product in a manner to include a selling argument. This is the tendency to overstrain toward the sales effect to the detriment of euphony and common sense. To exemplify this fictitiously, consider the possible name, "Savanour." One can readily think of a number of household articles to which this would aptly apply—time saving appliances galore are marketed today. Yet the artificiality of the name is obvious.

This discussion of names, gleaned from the results noted by manufacturers, puts aside the question of display of the products on shelves or counters in the dealers' stores. If the manufacturers could be certain that their wares would be displayed so that the seeking forefinger of the prospective customer need but point to the container, the question of names could be ignored and the wrapper or label be made the important thing. But wise advertisers know dealers' failings in the matter of display—and the subject of containers is, as the Man-who-knows, etc. would say, something else again.

The Trade-Mark More Than a Mark of Origin

To the Purchaser It May Become a Guarantee of Quality and Uniformity

[EDITORIAL NOTE: Too often the column writer for a newspaper will "dash off something" on the subject of advertising which he would never have written had he taken the trouble to get the facts from someone in the advertising department. The following polite exchange of courtesies between a column writer on the New York *Times* and the editor of the New York *Tribune* has a fresh viewpoint on an old subject.]

FOR bad and costly advice to the consumer, we have seldom seen the equal of the following editorial in the New York *Times:*

"We are still willing to pay something for the stamped name that has come to be a guarantee of excellence, but more of us than in the good old days have come to realize the possibility of getting the excellence, or a tolerable approach to it, without the name, and at two-thirds or half the cost."

As a matter of plain economic fact, the name behind merchandise has been the consistent creator of better goods at cheaper prices, as a long line of manufacturers and retailers—from Henry Ford up and down—can testify and as the average consumer well knows.

It is no overstatement to rank the trade-mark with the great mechanical inventions of the last century; for without it large-scale production would have been a futility, lacking a large-scale market commensurate with its output. The large-scale factory, with its vast economies, would have been a business impossibility had not the trade-mark enabled the quantity manufacturer to build up a great purchasing public upon whom he could rely. And the moral benefit has equalled the economic. It has consistently made for reliable goods of high quality and square dealing with customers.

The story of German manufacture before the war is exactly in point. In old days the German factory was a trash factory; it made and sold fourth-rate goods. Then this country required "Made in Germany" to be stamped upon such goods, and the improvement in quality was immediate and constant. When thus tagged, German manufacturers simply could not afford to turn out trash.

That is the fundamental economic fact behind every trade-mark. Highmindedness, the spirit of generous dealing, gains slowly with the centuries; but it is not the mainspring of economic life. The creator of a trade-mark is compelled to maintain his quality and sell at a reasonable price because to do otherwise is to sap all value from his trade-mark. It is the anonymous manufacturer, the dealer operating behind shifting, fly-by-night trade names, who tricks and skins, and seeks to put over damaged or defective goods as firsts. He can afford to use such methods, for his anonymity protects him.

Equally, the advertiser of a widely-known article cannot. Such a company is in the exact position of the old-fashioned man-to-man artisan of a century ago, who made his goods with his own hands, sold them to his friends and neighbors and had to stand behind his product. When machine manufacturing came in this old relationship was lost—with damaging consequences to the consumer.

The trade-mark has restored the old relationship. It brings a great store or the producer of a million safety razors, or collars, or anything else bearing a famous trade-mark face to face with each of a million customers. The good will of these million users of goods is the most precious property that such a store or manufacturer possesses; beside it factories, stores, stocks of goods, however costly, are negligible junk. The latter can be repro-



WHERE GOODS and BUYER MEET

THE fate of your face cream, talcum or other feminine necessity often hinges on the manner of display

Dress your product in distinctive clothes and you win Milady's attention.

Hold out to her a promise of enhanced attractiveness and you win her heart.

The way to induce immediate purchase is through attention-gripping, sales-impelling displays at the dealer's.

Many years of intensive analysis of the public mind, as well as exhaustive research into dealers' store methods, weaknesses and needs, qualifies us to create effective displays which your dealer will be glad to use.

We are specialists at your service. A word from you will bring our plansman for consultation.

The International Displays Co.

CLEVELAND, OHIO

IDCo



A Creative Organization devoted to Window and Store Displays

Planning Counselling Manufacturing

duced in a few weeks or month; the former is the slow growth of years of square dealing, combined with honest publicity.

The cost of building up a trade-mark consumes but a tiny fraction of the price paid by the consumer. In a typical illustration, the cost analysis recently published by the Rogers Peet Company showed exactly $.0183 out of every dollar paid by a purchaser as going to advertising. This insignificant sum may be fairly regarded as what a customer, dealing with this firm, pays as insurance for the certainty of absolutely reliable goods bought and sold with the benefit of large-scale economies. It is saved many times over through these economies and through the protection against poor quality and downright fraud.

All this is common sense and demonstrated fact. We think most people understand and appreciate it. But the comment of the *Times* shows that occasional consumers are still operating on the obsolete basis of buying trash at trash prices. We are glad to repeat the truth for their benefit. —New York *Tribune*.

U. S. Fire Insurance Has Canadian Campaign

The Northwestern Mutual Fire Insurance Company, of Seattle, a company transacting business without agents and dealing direct with manufacturers and merchants, has entered the Canadian field, and will carry on an advertising campaign through the office of The Hamilton Advertisers' Agency, Limited, Hamilton, Ontario.

J. T. Ashbrooke Joins Bonnie-B Company

J. T. Ashbrooke has been appointed general sales manager and advertising director of The Bonnie-B Co., Inc., veils and hair nets, New York. Mr. Ashbrooke was recently with the American Safetee Soap Corporation, Brooklyn, and before that was advertising manager of the Gillette Safety Razor Co., Boston.

Joins the Redfield Staff

P. S. McCormick has joined the copy staff of the Redfield Advertising Agency, New York. He was for some time copy writer on *Machinery* and later was with the Winchester Repeating Arms Co.

Tell Public the Shoe-Price Outlook in Canada

Operating as an association, 158 shoe manufacturers of Canada are using educational advertising throughout the Dominion in behalf of Made in Canada Footwear. While the main object is to sell the public on the merits of Canadian shoes, the advertising also attacks trade problems. One of the early fall advertisements was headed: "Why You Should Buy Shoes *Now*."

Price trends are always tremendously interesting, and just now a section of the public believes that the peak has been reached and a decline has set in. The public is fairly familiar with the fact that there has been a depression in the shoe industry, with considerable unemployment.

"There is little likelihood that shoe prices will be very much lower than at present, for some months to come at least," declared this association.

"In any event, any reduction that the manufacturer may be able to make to the retailer will be slight; on the other hand, there is a possibility that prices on some styles may be higher.

"Your shoe retailer bases his prices to you on what he pays the manufacturer. We, in turn, are dependent on the cost of leather and other things, as well as of labor.

"We buy our materials months before our shoes are on your feet, and the price of these shoes is naturally regulated by the cost of the materials of which they are made and of the handwork expended on them.

"Therefore, our advice to you—and we give it in all sincerity—is to buy now any shoes you need for yourself or your family. Don't buy extravagantly or recklessly, but do so carefully and judiciously."

Yost and Shelly Join Western Advertising Co.

R. G. Yost, who was for twelve years with the Gardner Advertising Company, St. Louis, and recently advertising manager of the Bluebird Appliance Co., St. Louis, is now with the Western Advertising Company, St. Louis. C. G. Shelly, who was also with the Bluebird Appliance Company, is now with the Western Advertising Company.

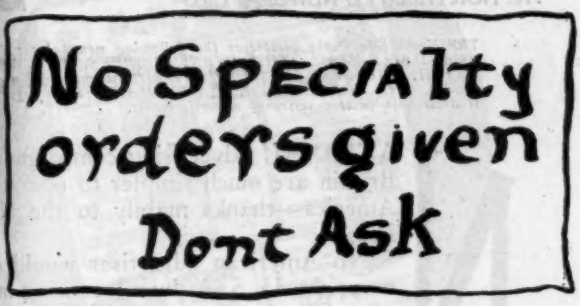
Agency for Scandinavia Belting

The Scandinavia Belting Company, New York, manufacturer of brake belting, belt drives and belt conveyors for power transmission and mechanical conveying, has appointed Redfield & Fisher, Inc., New York, as its advertising agency.

Three Boston Papers Advance Prices

Three of the Boston Sunday newspapers—the *American*, *Globe* and *Herald*—have increased their price to ten cents. The *American* has increased the price of its weekday edition from two to three cents.

The World



This sign was found by a World investigator in a Brooklyn grocery.

Asked the meaning of this strange device, the proprietor said: "Some time ago a 'shrewd salesman' sold me three gross of a new tint-dye on the strength of his personality plus his promise that it would receive extensive local advertising in addition to house-to-house sampling in this immediate neighborhood.

"None of the salesman's promises was fulfilled. I am stuck and have put up a keep-off-no-trespassing sign."

The World man talked with the grocer for half an hour, explained The World Plan to protect the retailer in his buying, and down came the sign. This retailer is a fair sample of a retail condition with which all manufacturers are familiar.

Ask us why it pays not merely to be honest with your prospective retail distributors, but even to give them an iron-clad guarantee that your salesmen's promises of advertising will be backed to the limit by the home office and will positively be made good.

Ask us how this policy of guaranteeing an advertising campaign makes it possible to get a new product into the stores of retailers who would not otherwise purchase until your advertising had created an insistent demand.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Building, New York Ford Bldg., Detroit

The Evening World

The NORTHCLIFFE NEWSPAPERS

Number

The Northcliffe Press comprises the following newspapers: THE ... THE DAILY MAIL, THE EVENING NEWS, THE WEEK... PATCH, THE OVERSEAS DAILY MAIL (weekly edition of ... Mail"), THE CONTINENTAL DAILY MAIL. Each paper ... is dealt with in this series of advertisements.

NATIONAL advertising campaigns in ... Britain are much simpler to operate ... America—thanks mainly to the Nort... Press.

No American advertiser would exp... cover the U. S. A. by advertising in a ... of 4 daily newspapers. He must call ... aid of the big weekly journals and the ... zines.

The Northcliffe Press has made this unn... in Great Britain. Your announcement in thi... of newspapers reaches all classes all over the ... try. It tells its story in London and Great ... don, in the wealthy industrial centres of the ... to the miners in South Wales, to the agricu... in the Southern Counties, to the crofter... Hebrides—in every village, however remo... Lands End to John o'Groates, the N... Press is bought and read—and gains ... sponse from millions of the cream of the ... citizens.



That is why national campaigns in the ... cliffe Press achieve such phenomenal re...

And, if the advertising rates were dou... they are this group of newspapers would ... the most economical media.

ACHIEVEMENT:

The Daily Mail is the first newspa... by wireless telephone across the ... ship in mid-ocean.

The Daily Mail is the first newsp... struct by wireless telephone its repor... whereabouts were unknown before ...



Over-Seas Daily Mail.

e Overseas Daily Mail is a weekly edition of the Daily and contains the cream of its news and features.
has a great subscription sale all over the world.
is the paper for English-speaking people abroad—a com- and interesting 16-page record of Home and European

d, in addition, its monthly trade supplements—Textile, neering, Motoring, Building, Furnishing and Agricul- makes it an industrial and commercial organ of the t value.

e Overseas Daily Mail offers American advertisers a field for productive publicity.

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particulars of advertising rates and specimen copies of any or all of papers of the Northcliffe Press can be obtained post free on appli- to: The Daily Mail New York Business Office, Thirty Church Street, ork.

DISTRIBUTION ACCORDING TO POPULATION

Population	
2,500 and under	134,368
2,500 to 5,000	71,028
5,000 to 10,000	90,602
10,000 to 25,000	61,963
25,000 to 50,000	33,693
50,000 and over	85,230
Total	476,884

NOT AN EXPIRED SUBSCRIPTION ON THE LIST

$1.90 THE AGATE LINE

(December forms close November 5th)

The HOUSEHOLD JOURNAL

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

CHICAGO 2003 Harris Trust Bldg. — I. E. SEYMOUR, Adv. Mgr. BATAVIA, ILLINOIS — NEW YORK A. H. Greener 116 W. 39th

English Advertising Writers Catch the American Spirit

Experiments in Getting Away from the Stiff and Formal Copy Appeal That Has Characterized British Campaigns

By W. H. Heath

IT has been found by those who have tried the experiment, that American copy will not stand transplanting to the English market. In the foreign advertising of American concerns that achieve permanent success in the old country special copy and illustrations have always been used. The Pianola, Ingersoll watches, Auto-Strop and Gillette razors, Overland and Ford automobiles, Colgate's Dentrifice, Cuticura, Victor Phonographs, Richmond Gem cigarettes, Quaker Oats, Libby's Milk, Armour's products, Remington typewriters, Goodyear tires, Waterman pens—to name at random only a few of the American products that are permanent visitors to English advertising columns—all use copy written in England.

Export managers who have tried it both ways agree that a difference in character, habits of life, methods of salesmanship, etc., all prohibit one set of advertisements for all countries.

It is just as true of the South American countries, Italy, Germany, France, Spain and even more remote places and markets, as it is of London. Elaborately prepared advertising campaigns, done in the breezy American spirit, and copy, translated into the desired language, but still inherently "Yankee," have fallen by the wayside.

English import managers and branch office salesmen have often remarked:

"The English will not stand familiarity in advertising. They do not want to be verbally 'slapped on the back.' This is entirely permissible in America. A certain easy-going, hail-fellow-well-met spirit in copy has become one of its characteristics. It has given innumerable accounts individuality. England still has her classes, although the distances between them has been considerably shortened of late. The advertisement that promises too much, that is too extravagant in its claims, that is too flamboyant is not trusted by an Englishman. He is not accustomed to hearing this sort of talk in his shops."

When you advertise away from home, you must speak not only in the tongue but in the spirit of the new audience.

But there is another possibility, and one that has not been so frequently discussed.

American advertising has been conspicuously successful. There has been more of it, and this in turn has encouraged the publishing of many more magazines, diversified trade papers in countless legion.

Practically none of the countries named above can show any such advertising growth as the United States. They may not be jealous, but they are at least interested and impressed. These American principles of advertising must possess inherent virtues.

And so there are signs of the times, little markers along the route, that may indicate a slow, purposeful adoption of the American way.

NEARING THE AMERICAN WAY

English advertising campaigns, since the war, are surprisingly different from what they were a few years ago, and that they have been inspired and influenced by our methods, is not impossible.

England, save in certain conspicuous instances and for products that encourage it—as, let us say, Monkey Soap or Johnnie Walker whiskey—has not engaged in humorous appeals. John Walker & Sons, Ltd., distillers, one of the

exceptions, permit humor but draw a sharp line in the way it is expressed. It is never of the slap-stick variety. For many years one distinctive campaign has been illustrated by a celebrated English pen and ink artist, Leo Cheney—the third illustrator to carry on the Johnny Walker tradition originated by the late Tom Browne, without the public being able to notice any break of continuity, or any difference in the personality of the figure. The drawings, occupying always a page in magazines and popular weeklies, are not in the burlesque spirit, despite their undercurrent of humor. They are very fine character studies, handled with technique that would be quite proper in a fiction story or a *Punch* joke. Johnnie Walker himself, garbed extravagantly well, in the costume of a past period, is always smiling but always perfectly groomed. He is a gentlemanly joke. And the characters who mingle with Johnnie are yacht owners and captains of English industry. As for the text; judge for yourself the uproarious humor that makes Johnnie and his companions explode with laughter:

"Tourist (In antique shop, India): 'Is that genuine antique?'

"Johnnie Walker: 'Yes—it's at least one hundred years old—so am I.'"

This does not sound outrageously funny to an American. But neither do many American jokes to English people. The characteristic humor of the two countries is different. The Englishman does not appreciate the fun of the basic idea underlying many American jokes—namely the humor of purposeful and unconcealed exaggeration. He is more attracted by what one of him has called the irony of the understatement. The "what-in-hell-is-to-stop-it" joke about Niagara appeals to him: but the horse that trotted so fast that the milestones looked like a cemetery does not strike him as funny, and the numerous American jokes about death seem to him to be in poor taste. There are Americans equally critical of these.

One English product extensively advertised now is known as "Pratt's Perfection Spirit." It is a fuel for automobiles. An American might have penned this piece of copy; an American artist might have drawn the excellent little animated engine parts, dancing with joy:

"Old Man Piston smiles the smile of satisfaction; Poppa Valve is never hot-heated—he knows the purity of Pratt's means cool, sweet running; Young Spark Plug knows that his electrodes don't get fouled points; while Young Feller Con-Rod shows them what a punch he's got when the right push is behind him. Crank-Shaft gets scared stiff when Old Man Piston whispers:—'Pratt's in the tank,' for Crank-Shaft is a lazy sort of fellow who has to be pushed—all the time."

A dozen years ago, we do not believe that any English tire manufacturers would have permitted his account the luxury of such poetic flights as appear in a current Moseley advertisement. And the tire is shown only in very tiny size, which, of itself, is a departure from precedent. The text reads:

"The ancient apple tree. White clouds spread on sloping trestles in the garden. A hen with quantities of yellow chickens. A row of beehives. Mrs. Williams keeping the kettle boiling in the kitchen. Her daughter and her niece in black stuff dresses fetching more bread and butter across the grass. A wasp in the strawberry jam. Other wasps. And, through the trees, a distant glimpse of a ribbon of blue sea. Teas provided—and consumed. Then on again! Moseley Tyres for these long days out."

Humor, when used in English advertising, is chiefly applied to products of the lighter kind. There is something joyous about motoring: so humor is thought to be in place when advertising anything connected with it. Consequently most of the copy which shows American influence is used for drinks and tobacco. Some of it is in what purports to be verse. The Scotch dialect is regarded as

Doubly Effective



is the advertising campaign in the Boy-Field, not only in immediate results but in future good will that insures tomorrow's market.

Boyhood recollections are the ones remembered best. The sound commercial importance of this fact is being successfully applied by a growing number of national advertisers. One cereal manufacturer is building his entire campaign on the boy-appeal, whereby he is effectively reaching the whole family as never before.

THE BOYS' WORLD is not only the one NATIONAL WEEKLY in its field—insuring to your sales message a timeliness and frequency provided by no other boys' paper—but puts at your service half of the entire circulation in the boy-field. The limit of space available in several of our fall issues has already been reached.

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY R. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

a great joke: and that idea runs through the following four-line effort for a beverage:

"The Provost, as befits exalted station,
Gives civic matters grave consideration.
And he's brawly fortified him,
Wi' some guid 'Red Tape' inside him,
To direct all coonsuls wi' deliberation."

Our old friend, Jimmy Pipe Prince Albert, might well envy the happy-go-lucky he-styled of copy that is a part of "Punchbowle," an English pipe tobacco:

"Punchbowle is the joyful, full-bodied pipe-smoke for the breezy, fresh-air loving kind of man. It, frankly, does not suit every smoker. There is a certain type of man—a big, vigorous, pipe-worshipper—who asks for something, something fuller-bodied."

Which is going some, in descriptive words that are superlative to the ginger point, for an English advertisement!

We are almost prepared to say that, in English advertising "poetry" there are fragments as sketchy and as doubtful in their scanning, as our American poets:

"Shure tis sweet to breathe the evenin' air when the day's been hot and dry,
While, one by one, the silver stars, shine out of the evening sky.
An' the scented breeze,
Blows over the trees,
An' cools as it passes by—
(With a kiss as it passes by!)

If ye've tired eyes, an' cheeks that are burned, by the sunshine's scorchin' ray:
It's refreshed they'll be, and' rested again, all th' weariness soothed away.
By the sweet cool air,
Of the evenin' fair,
An' th' peaceful end of th' day.
(An' cream helps, at th' end of th' day)

All of which concerns McClinton's Colleen Toilet Cream. Could even an American poet be so consistently irrelevant?

The thought of haste, undue speed, the over-and-done-with spirit, has not been characteristic of English mood and manners and advertising. They incline to leisurely measured progress. Notwithstanding which, American "pep" is expressed in this safety-razor copy idea:

"Seven o'clock and shaved! A clean start to the day—out of bed and shaved by 7 A. M. This is what the 7 o'clock Razor does for you."

And the razor has actually been trade-named "The Seven O'Clock!"

Onoto fountain pen copy is just as breezy, just as snappy:

"The Onoto Pen makes correspondence a pleasure. It's like the Pillar Box—always ready for your letters! It will start writing at a moment's notice. You simply give the holder a twist with your thumb and finger and the ink flows through under perfect control. When you have finished, another twist turns the Onoto into a sealed tube, which cannot leak."

A tire concern, featuring motorcycle tires, goes Jim Henry, the Mennen Cream salesman, one better, when it says, as it shows a man driving and a pretty girl on the rear seat:

"She grips him round the waist in public. Better break a convention than break her neck. The coroner is against this sort of thing. Into the next county and she is still holding on! Does he like it? Does he care? Does he even know? This is no time for lady-killing. It might mean killing the lady. Joy riding. A lot depending on very little. If you are going to be silly be silly on this tire."

But then the English advertiser is surely keeping a sharp watch on us. Perhaps the situation is best expressed by a recent illustrated picture in *Punch:*

"Lady of Manor (speaking to amazed Vicar): 'Howdy, Bo? Sit right down. I sure hope you're feeling full of pep. Excuse me, Vicar, but I'm practicing a few phrases so that in case I meet any of this American invasion I can make them feel at home!'"

THE CHURCHMAN is the "trade journal" of the Episcopal Church.

Just as you find every page of Printers' Ink interesting—advertisements as well as editorial matter—so, prominent Episcopalians read *all* of The Churchman. In The Churchman they read an advertisement which might escape their attention in a secular magazine.

What they read they believe, for The Churchman has built up the confidence of Episcopalians over a period of 115 years.

Episcopalians are well to do people in every community.

THE CHVRCHMAN

"More Than a Religious Paper"

Sending this coupon places you under no obligation

CHURCHMAN COMPANY,
381 Fourth Avenue, New York.

You may send me sample copies of The CHURCHMAN and your advertising rate card.

Signed.....

Firm.....

Address.....

View the British Mark

THE MAN YOU WA

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, The Oneida Community, The Pepsodent Company, and Studebaker Company.

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.

Paul E.

D E R R I C

ADVERTISING AGENCY, LIMI

Market trained American Eyes

WHAT YOU WANT TO SEE IS HERE

Our Mr. Derrick arrived in New York September 25th and will spend a few weeks in New York, Chicago, and other important cities.

If the British market interests you, an interview can be arranged by addressing him at Room 1510, *Flatiron Building, New York. 'Phone: Ashland* 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organization from Policy to Practice—including Press Advertising, Billposting and Printing.

LONDON

NORFOLK STREET, STRAND, W. C.



THE ART OF SELLING STYLE

Cleverly visualizing a style and its need is the secret of selling it. The intimate bit of lingerie, the diaphanous mystery of an evening gown, the luxurious protection of a wrap, the breezy swagger of the sports costume or the trim tailleur—can be irresistibly tempting to feminine fancy through the medium of art.

This organization of fashion artists specializes in just this art—of influencing the woman buyer.

Ninety-five per cent of our work appears unsigned

FITZWATER STUDIO

432 FOURTH AVE · NEW YORK

What Is Agency Practice as to Cash Discounts?

Firm Which Asks Question Has Clients Who Claim That Allowance Should Be Made on Gross, Not Net

CHICAGO, ILL.

Ever since we have been in the agency business, we have, without giving it much thought, been passing along to the advertiser the same cash discount which the publication allowed us—figuring it on the net.

As money begins to get tight, we run across two or three kicks. Some seem to think that this discount should be figured on the gross; all of which means that we allow a discount on our commission as well as on the net.

Would you mind telling us what you have found to be the practice in advertising agencies in handling cash discounts, and particularly whether the figuring is done on the net or on the gross.

[————]

THIS letter comes from a well-known agency and sets forth a problem which at one time or another has confronted many men in the business. It frequently arises in the case of young agencies and particularly in smaller accounts, especially where competition is more than usually keen.

Our experience is that the standard practice is this: The agency commission is calculated on the gross, the cash discount on the net.

No other method would be either right or in line with common sense. But, as a matter of fact, calculation of the cash discount on the net—in other words, on the actual amount of money handled—is more than the standard practice; it is the rule of the A. A. A. A., and any member known to be purposely allowing the cash discount to be calculated on the gross would be liable to a withdrawal of his recognition on the ground that he was improperly cutting the agency commission.

Properly considered there is absolutely no connection at all between the agency commission and the cash discount. The agency derives no benefit of any sort from the cash discount; the entire benefit of it goes to the client. Consequently there seems no reason why the agency should suffer through it by having its commission reduced.

The great majority of magazines now say that, in consideration of the assistance which it is to them to have copy prepared and looked after by an agency, they will allow a discount of 15 per cent off rate card rates. For simplification this discount is called "agent's commission."

Practically every publisher of any standing insists that as he is allowing 15 per cent off his prices in order to have the assistance of the services rendered by a reputable agency, the agency shall not put it to the risk of lowering the class of service rendered by an understanding with its client that the agency shall receive less than 15 per cent.

Were this done, and known, it too would render the agency liable to the withdrawal of its recognition. Nor must it be done unintentionally.

But in the matter of the discount for cash in advance, or in ten days, thirty days, or whatever it may be, the question is to the client entirely. If he does not want to save the 2 per cent for cash, or whatever it may be, he does not have to do so. It is nothing to do with the agency. But if the client does make this saving, why should he charge the agency and make it suffer loss on that account?

Look at it in this way. A person buys $10,000 worth of goods, say shoes at $5 a pair, and the wholesaler says that in consideration of the size of the order and the terms of delivery he will allow dealer's discount of 50 per cent plus 2 per cent for cash in ten days. That is quite a common arrangement and the wording is well understood. Would the purchaser expect to have to pay $4,900 ($5,000 less 2 per cent) or $4,800 ($5,000 less 2 per cent on

$10,000)? Is it not obvious that a cash discount is always to be figured on the actual cash handled or due—in the case suggested on the actual $5,000 to be paid if the discount is not taken and not on the $10,000, the original figure of the shoes?

Assume that the magazine space purchased for the client reaches the total, say, of $100,000, rate card rates. The agency would bill the client as follows:

Total space (as per details above)	$100,000
Less Agency Commission allowed by publications	15,000
	85,000
Less 2% discount for cash	1,700
	83,300
Plus Agency Service fee	15,000
Total due	$98,300

If agency bills are made out in some such way as this it will be quite clear to the client that he is receiving the full benefit of all the commission and discount allowed by the publications as a result of agency service—and also that he is paying, in principle at least, for the services of the agency. Some agencies use a rubber stamp to draw attention to the cash discount for payment within a certain date and selling, with the amount that will be saved. But many give only the gross amount of the bill due to the agency, instead of setting out the sum due to publications and on which the cash discount is figured.—[*Ed.* PRINTERS' INK.

Advertising Club Formed at Bridgeport, Conn.

An advertising club has been formed at Bridgeport, Conn. The officers of the new club are: W. B. Griffin, Holmes & Edwards Silver Company, president; Edward M. Purcell, vice-president; Arthur E. Guertin, secretary and treasurer. The board of governors consists of Miss Lois E. Bennett, J. W. Connors, John Beriune, Howard Lee, and Daniel E. Sullivan.

Douglas Williams with St. Louis Chamber of Commerce

Douglas Williams, who has been engaged in newspaper and publicity work, has been made secretary of publicity of the St. Louis Chamber of Commerce.

Problem of Producers

The chief problem of producers under conditions of a declining market for their goods is, of course, the difficulty of confining costs of production within the limits of the sale value of their products. Generally speaking, cost of production moves in harmony with the value of the goods produced. Wages, however, which are unprecedentedly high now and often the largest single item in the cost of production, usually respond less promptly to variations in commodity prices. In other words, wages nearly always lag behind commodity prices in their movement either up or down. Accordingly, it is to be expected that wages will not fall as rapidly as prices. This may be expected to retard the decline of prices through the influence of wages on cost of production. While the maintenance of high wages may thus increase the difficulties of producers in a period of declining prices, on the other hand, the preservation of the buying power of the wage-earning classes would powerfully reinforce the demand for almost all classes of manufacturers and be an additional factor making for gradual rather than sudden price recessions.—*Francis H. Sisson.*

Sign Business Letters Twice a Day

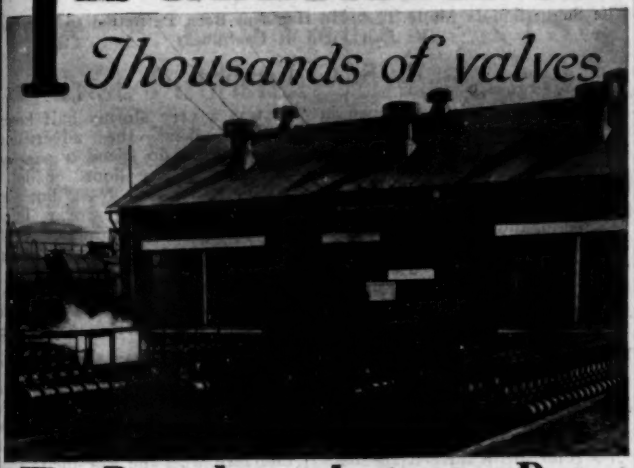
Seventy-five per cent of the first-class mail must be handled by postal employees between the hours of 4 and 9 P. M., because business men are in the habit of signing their mail but once a day. First Assistant Postmaster-General Koons has asked these men to put into office practice a twice-a-day schedule, pointing out that in many instances a letter mailed at noon or soon after that hour, benefiting by an earlier despatch, reaches its destination from half a day to a whole day sooner than the one mailed in the evening congestion.

A test has been made to try out the theory that signing letters twice a day would reduce the evening congestion by at least one-half. Rochester was selected for the test. Its Chamber of Commerce urged co-operation by business men and, says Mr. Koons, "we reduced the mailing in the evening from 75 to 33 per cent of the entire volume of mail, thus greatly expediting it."

New Officers of Andrew Cone Agency

Edwin Q. Bell, for eleven years real-estate editor of the New York *Herald*, and who was formerly engaged in the real-estate field, has been elected vice-president and service executive of The Andrew Cone Advertising Agency, New York. F. E. Richards, who for many years was in charge of the advertising department of Bryan L. Kennelly, Inc., has been elected secretary, W. C. Murphy assistant secretary, and H. G. Condon assistant treasurer of this agency.

In addition to



The Petroleum Industry Buys

We can illustrate by photo the uses of

Tools
Trucks
Fences
Engines
Fire Brick
Insulation
Pumps
Paint
Concrete
Construction
Boilers
Hoists
Tires

not only the few items listed at the left but a few thousand other items for its billion-dollar yearly purchase-list.

The magazine which blankets the industry and can prove it by A. B. C. is

NATIONAL PETROLEUM NEWS

812 Huron Road, Cleveland

New York Tulsa Chicago Houston

Where Should an Advertising Manager's Prerogatives Stop?

The Suggestion Is Made That He Has Not Been Permitted to Exercise His Full Field of Usefulness

By S. C. Lambert

ONE of the oldest salesmen in the house allowed his temper to get the best of him as he drew the manager aside and said:

"It's got to stop! He's a spy, I tell you, a little inquisitive, trouble-making spy! We've all been watching him. He spends more time down here on the floor, snooping into affairs that do not concern him, than he does in his own office."

"What's the big idea?" demanded the manager, who felt called upon to placate the salesman, a man tried and trusted and an employee of nineteen years' standing.

"I refer to the advertising manager," said the salesman. "He stands around while we are making sales; he has turned himself into a secret agent! If a new customer comes in, he manages to squirm right up to our elbows as we talk. He is making himself generally objectionable, if you want the truth of it, and we're about fed up. I for one protest. There's no occasion for this spying."

The manager was perplexed.

"But Mr. X. has a perfect right to go anywhere in the store he likes," was his answer, "I can't tell him what to do. He doesn't actually interfere, does he?"

"Well, yes," grumbled the salesman. "Only the other day one of the men had an argument with a very finicky gentleman who came in and was causing all kinds of trouble. Mr. X. interrupted the conversation and finally took the customer in charge. We can't have that. None of us will stand for it. Mr. X. is advertising manager, not a floor man, selling goods. I can't see why he doesn't attend to his own business."

Whereupon the store manager took the matter up with Mr. X. It was a very stormy half hour.

"Yes," said the advertising manager, "I do spend a part of my time on the floor. I do it unobjectionably, I trust, but I'm there, all right. Moreover, I intend to continue the practice. We'll make this an issue. Take it up higher if you think best."

And the store manager did.

Mr. X. was called "onto the carpet." The store manager was present.

"The complaint has been made," declared the president of the company—a very large and successful Fifth Avenue house, engaging in retail trade—"that you interfere with the salesmen; that you are spending too much time down there. What's your version of it?"

THE AD-MAN'S JUSTIFICATION

Mr. X. did not mince words. In language that crackled, he spoke substantially as follows:

"You are spending, sir, approximately $80,000 a year on advertising. Much of this is to the local trade and to bring people into this main branch. I have the handling of that appropriation and I am held responsible for results. But advertising can go just so far. It has its definite limitations. My advertising can create the prospect, sell him, on paper, and bring him into this store in a receptive buying mood. But the moment he crosses that threshold downstairs, the power is turned off in my department. The destiny of the sale is in the hands of the man behind the counter. It's the culminating process. The thing is made or is smashed to smithereens right there and then, at the twelfth hour.

"I have felt for some time that actual sales did not tally up with

(*Continued on page 165*)

A. B. C. STATEMENTS
Just Published Again Show

The Seattle Times

Far in the Lead of its Field

The Times circulation price on the street and delivered to the homes is from fifty to one hundred per cent higher than its competitors.

QUALITY COUNTS.

EASTERN REPRESENTATIVE

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK CHICAGO DETROIT
ST. LOUIS KANSAS CITY ATLANTA

PACIFIC COAST REPRESENTATIVE

R. J. BIDWELL CO., San Francisco



The curtains are drawn, and we are pleased to present

The Sheridan

The Sheridan—a car of smooth, velvety power—represents a combination of refinements that justify us in calling it the car complete.

Knowing that the trade wants cars that are better built, better motored, more complete in the details of equipment, we have held to certain ideals.

No compromises in the form of lower-priced materials have been permitted to enter against the achievement of quality.

This policy of *quality first* applies to all parts which bring operation, upkeep, appearance and comfort as near as possible to perfection.

In the Sheridan, you will find proper application of [illegible] highest grade upholstering materials; new conservation bringing both lowering [illegible] many distinctive refinements in standard equipment, [illegible] refinements in bearings and lubrication, greatly improved riding qualities, luxurious all-aluminum body and [illegible] gauges.

The entire equipment and mechanism of the Sheridan [illegible] years.

A car of character is the Sheridan—developed out of experience covering all the years of the motor car industry—with our guarantee [illegible].

The model shown is the four-cylinder, five-passenger open. Others in the line are the five-passenger sedan, eight-cylinder open and sedan models for seven passengers, with [illegible] and coupes of both four and eight-cylinder types.

The Sheridan is now in production.

The Sheridan Motor Car Company
Division of General Motors Corporation Muncie, Indiana

The Sheridan

The Fred M. Randall Co.
Chicago. Detroit.

The number of our clients is determined solely by our ability to give each one a full measure of service. We could not help the business of our customers to grow if ours were overloaded.

Constructive Advertising

Our first principle of advertising practice is that the foundation is of primary importance.

It must be strong enough to carry the superstructure, and without a trace of weakness.

We follow the rules of good building. Walls, facades, pillars, gables, roof and trim come in proper sequence, but they must all rest upon the foundation of certainty.

We cite The Sheridan—a worthy car made at Muncie, Indiana; the latest unit in the General Motors group.

The Sheridan's manufacturing foundation—representing design materials and a determination to build a car of character and complete in every detail—is so firm and strong that no public presentation could do the subject justice unless it, too, were thorough to the last degree.

Our work in *getting ready* to advertise has been in keeping with the truth that the publicity foundation must be free from flaws.

There are a few more to whom we would like to prove that the tasks *preceding* the appearance of the copy can be so well done that profitable results are sure to follow the appropriation.

THE FRED M. RANDALL COMPANY,
1529-34 Lytton Building, Chicago
Book Building, Detroit

The Firestone Tire & Rubber Co. of Akron, Ohio, wrote

"We are using four Multicolor Presses and find them very satisfactory for imprinting Advertising Folders, Letterheads, Envelopes, etc. We installed these machines about three years ago and the work turned out has been very satisfactory, in fact, our four Presses are now handling the work previously turned out on about fifteen machines."

One of the girls or young men in your office force can operate the Multicolor Press. It is electrically driven and prints Form Letters, Envelopes, Price Lists, Post Cards, Shipping Tags, Office and Factory Forms, etc., at from 3000 to 5000 per hour. It is the most practical office printing device, since it uses *FLAT* electrotypes, zincs, half-tones, standard monotype, linotype, etc.—everyday material—easily and quickly secured. It will print at the same time letterhead, letter and signature, each in a different color, if desired. Typewrite your form letters the Multicolor way. Insures perfect uniformity of color—absolute evenness of impression—better work and a saving of 40 to 60 cents per thousand over other methods.

It is just what you need in *YOUR* office.

Write us for Booklet C.

Lisenby Manufacturing Co.

417 So. Dearborn Street, Chicago, Ill.



the advertising expenditure. There was a weak link. I have traced it to the salesman. And this discovery was made by spending a part of my time on the floor. It is entirely likely that the boys look upon me as a spy, a sneak, a shadow, always in the background. Well, I admit it. I'm that and more, if better words can't be found to explain my actions.

"A certain per cent of our trade is absolutely sold up to the point of closing the sale. It's the old old story, but I'm getting a practical demonstration of it: one that really amazes me. Seven of the men down stairs are past fifty. They have been here long enough to acquire a certain aggravating self-assurance that doesn't go for a minute in twentieth century salesmanship. You can't bully a man into buying. He'll turn on his heel and walk out. That's what some of our prospects have been doing, new and old. And every time that happens, it's an injustice practiced upon me and my advertising appropriation. I must protect both. That's part of my responsibility to everybody connected with the firm.

"It's very easy for a salesman, long connected with a house, to take too much for granted. He has in the back of his head, all the while, an overgrown ego for the house. He finally acquires the point of view that nothing he suggests or does or offers is open to argument. The customer *must* take it for granted that whatever is, is right. This breeds intolerance, impatience, irritability and cock-sureness. I have seen it develop right here in our own establishment. The salesman seems to say to the customer—although he may not put it in just these words: 'Here is an article. It's manufactured and sold by a famous Fifth Avenue house. It's right when we give it to you and you are assuming a great deal when you ask any questions or raise any doubts. Take it or leave it.'

"Then there is the younger clerk with the same aggressive manners, but lacking that suave impudence which comes with long experience. I do not say that the customer is always right but he should be made to think so, at any rate. The thoroughly efficient salesman is the diplomat, the tactful person, the man with an infinite amount of forbearance.

"Although my primary duty is that of advertising manager, yet I would be leaving unfilled an equally essential feature of my activities if I did not look down the line to the last operation of all, and make very sure that an injustice was not being done the advertising. I am merely protecting it, fostering its influence and seeing that its final functioning is sound. Call it spying if you like. Whenever I see a clerk abusing a great privilege that has been accorded him by advertising, I intend to intervene."

And the store manager was compelled to see it the advertising manager's way, because it was the right way, the just way, the profitable way.

This incident brings up a highly important problem.

Exactly where do the advertising manager's prerogatives cease? Must he draw into his shell when he has produced the actual physical attributes of his profession, and then stand idly by, while things are done that he knows are wrong, fundamentally wrong; wrong in a way that will undermine the expenditure of large sums of money for creating good will and sales?

Must he shut the door of his office and remain apart from the even greater activities on the other side?

IMPERATIVE TO KNOW ALL ANGLES OF THE BUSINESS

The rule does not apply alone to advertising managers of retail establishments. It reaches its greater significance when it touches upon the manufacturing end and the national advertising campaign. For here the advertising manager finds an almost limitless perspective. When his office is actually at the factory and when he sees, daily, hourly the departments and their heads, he is in a position to think beyond

the confines of his own immediate job.

The progressive advertising manager must necessarily be in touch with production, sales and markets, and this contact gives him ideas. He may hit upon a scheme that will revolutionize a business or its methods of distribution. It has happened many, many times, although others are slow in giving him credit for it.

We do not believe we exaggerate conditions when we say that, in many plants, the advertising manager is looked upon as something apart from the larger interests of the organization. He is a hot-house growth; a rare species to be kept under glass—and restraint. No one associates him, to any degree, with the tangible representations of Big Business. He is merely a scribbler on paper; a person of shreds and patches, picturesque enough but not to be trusted with towering problems of the day.

Exactly why this should be, it is not easy to explain. A great deal of money is spent on advertising and the success of historic enterprises can be traced, by a clean-cut, broad path, to the door of advertising, but nevertheless, the printed page and the counting-room ledger are separated by a wide, wide gulf.

The securing of appropriations is often a hazardous and humiliating task. The money must be begged for, pleaded for, argued for, fought for.

This condition would not exist if advertising managers were only taken more fully into the confidence of high executives. It is not enough that they are tolerated. It is not enough that they are accorded an office and permitted, on occasion, to mingle with those of high estate. The advertising manager of an institution is as important, in his way, as the man to whom is entrusted the purchasing of supplies, the man who superintends the plant, the man who employs other men, the highest or the lowliest in the organization. The sooner that heads of concerns look upon the advertising department with as much respect and consideration as they look upon any driving unit of the factory, the sooner will advertising fulfill its finer promise.

For, say what you will, this state of happy affiliation is not the customary thing. The advertising manager, like a sort of lone and shorn lamb, fraternizes with other advertising men and, hungry for collaboration, runs to them with all his little troubles, and ideas and hopes and ambitions. He is getting better all the while, but the ideas should be accelerated. It isn't coming along quite fast enough, for the good of everybody.

We make this statement because we have seen the friction that is so prevalent, the bickerings and the misunderstandings and the tedious, up-hill work it is to secure that necessary O. K. on an advertising schedule.

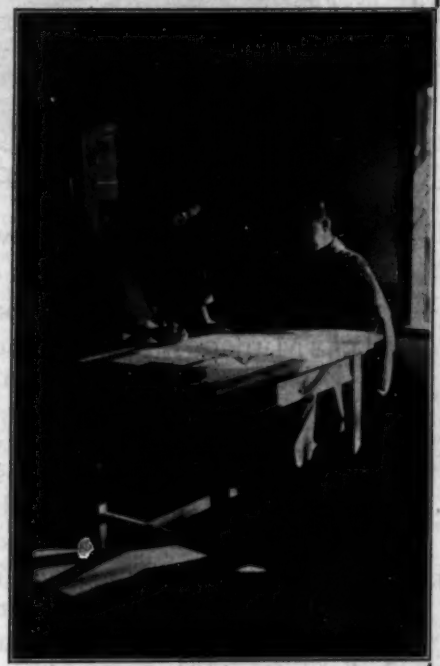
WHAT IS THE TRUTH ABOUT ADVERTISING?

We blaze a motto of "Truth in Advertising," but the thought is recurrent that what we really need more than anything else just now is more truth *about* advertising.

Presidents and vice-presidents, sales managers and general managers take a huge, personal interest in the physical attributes of advertising and do not hesitate to make their presence and their wills felt in a firm way. But do they permit the advertising department equal privileges? Is it a fifty-fifty partnership?

We know an advertising manager who, for ten years with one firm, made it a practice of writing out suggestions for the betterment of the business, and sending them to various department heads. They were suggestions of a wide range and some of them were rather revolutionary. He does not believe that a single idea was ever so much as acknowledged. No one took him seriously. *His* business was to have pictures drawn and catalogues printed and text written and plates made. How could *he* trespass upon the sacred precincts of production and merchandising?

SERVICE



Native Artist and Copywriter in Our Tokyo Office.

Our relationship with clients is unique. We are more than Agents—we are business associates in the real sense of the word. The J. Roland Kay Co. becomes an integral part of a client's organization.

Our branch offices thruout the world are at your command. Nearly twenty years of specialized successful achievement in the Foreign Advertising field is the guarantee we have to offer. Investigate our facilities.

J. ROLAND KAY CO. INC.

FOUNDED 1904

Conway Building, CHICAGO
18 East 41st Street, NEW YORK

LONDON: (Associate House)
John Haddon & Co. (Est. 1814)

TOKYO:
J. Roland Kay (Far East) Co.

PARIS:
Jagu, Haddon & Roland Kay

SIDNEY:
J. Roland Kay Co.

Buenos Aires and Rio de Janeiro



Forty thousand birds would be needed to carry a day's grist of messages from the Mimeograph. Five thousand well-printed copies of a letter, bulletin, form, diagram, or design is its habitual hourly output. It is the quickest and most direct means of speeding the idea from its author to the many who should receive it. The work is easily and privately done at negligible cost—without dirt or fuss. This inexpensive device is making important short cuts and saving remarkable sums of money for unnumbered thousands of the world's most progressive institutions. Costs but little to install and operate. Let us show you how it will put wings to your ideas. A request will bring new booklet "Q-10." A. B. Dick Company, Chicago—and New York.

MIMEOGRAPH

When a house rises to the dignity of national success, it is more lenient, more receptive. Here you will find the advertising manager an established member of the organization, talking on and around all themes and all problems. It is the smaller concerns —the ones that need ideas and suggestions most, that draw a hard and fast line of demarkation.

The man we have mentioned above, growing discouraged, went with another house. Here his ideas were given the earnest consideration they deserved. Many were put into immediate practice. Some of them meant discarding old lines and creating new ones. He was the direct cause of the discarding of package labels that had been in use thirty-eight years. He is very happy in his new environment and was "taken into the firm" last year.

A friend of mine is advertising manager of a Boston shoe manufacturing concern. He has studied advertising for thirty years, but outside of his chosen profession, he is a brilliant, farsighted, intuitively constructive man. His thinking for his job does not stop with the production of his own work. And, in the course of it, he hit upon an idea for a new type of shoe; a shoe with structural features for weak arches, etc.

He took this idea to his board of directors and received a chilly reception. No one on the board believed it was worth while. They discouraged him, tempering it with neat business platitudes. But he was insistent. Finally, just to quiet him (he had been with them for a long while and was greatly admired and respected) a limited number of the patent-feature shoes were made up and an advertising campaign started in restricted territory. Now the new shoe is almost a leader and its sales are amazingly large.

After spending three months on the road, another advertising manager returned to the factory with the recommendation that an entire change be made, both in the article sold and its former method of merchandising. A row followed, but the suggestions were accepted and with splendid results.

An advertising manager should be a free agent around the place, seeing all, knowing all. And as he is held responsible for advertising appropriations, he should certainly be permitted to exercise his judgment in all matters that touch on or appertain to the unhampered functioning of his department.

Lincoln Agency Formed in New York

The Lincoln Advertising Service, Inc., has been formed at New York by Casper Pinsker, president; James A. Watson, vice-president; and Hugh L. Gardner, secretary.

Mr. Pinsker was recently with The Philip Ritter Co., Inc., as account executive. He had been with that agency for sixteen years. Mr. Watson had been with N. W. Ayer & Son for more than three years, and with the Ritter agency during the last year. Mr. Gardner has been engaged in the newspaper representative field during the last nine years, and was recently with the New York *Tribune*.

Among the accounts which this agency is handling are: The Kelvinator Corporation, Detroit; Sibley-Pitman Elec. Corp., distributors of electrical merchandise; Fifth Avenue Bargain House, general mail-order; Aubry Sisters, toilet preparations, all of New York; and the Simon Shoe Company, mail-order shoe house, Brooklyn.

New Agency in Fort Wayne

Walter E. Hardy, president of Walter E. Hardy, Inc., a Chicago agency, and Bert J. Griswold, formerly manager of the Progressive Advertising Agency, of Fort Wayne, Ind., have formed the Hardy-Griswold Company, Inc., at Fort Wayne. This new agency will co-operate with Walter E. Hardy, Inc., of Chicago. In addition to the accounts formerly handled by the Progressive Advertising Agency the Hardy-Griswold Company has secured the accounts of the Hoosier Paint Co., the Gilman Co., Heit-Miller-Lau Co., The Samson Battery Co., The Wayne Auto Lock Co., and the Wayne Paper-Goods Co., Fort Wayne.

D. H. Steele in New Work for Wilson Bros.

D. H. Steele, who for some time has been advertising manager of Wilson Bros., Chicago manufacturers and importers of men's furnishing goods, has been made assistant manager of the underwear department of that concern. He will be succeeded in the advertising by F. T. Weldon, formerly of Paul Herbert & Company, Pittsburgh.

Printers' Ink Campaign Stories of the Past Four Years

The Great Variety of Businesses to Which Advertising Is and Has Been Successfully Applied

D'Arcy Advertising Company
St. Louis, Sept. 22, 1920.

Editor of Printers' Ink:

On page 75 in the May 18, 1916, issue of Printers' Ink there is an article entitled, "Advertising Campaign Stories for the Past Three Years."

As this article only covers a period of time up to 1916 I would like to know if you have any reference to a subsequent article of the same character in more recent copies of Printers' Ink.

As we have a complete file of Printers' Ink covering the past ten years we will appreciate any reference you can give us to articles dealing with this subject.

K. G. Carpenter, *Research Division.*

THERE are probably few other industries that can boast of the wholesome spirit of co-operation existing in the advertising business. Campaign experiences which but a few years ago would have been regarded as extremely confidential are now described in each issue of Printers' Ink and *Printers' Ink Monthly.* Furthermore, advertisers have learned well the faculty of adapting, from widely separated fields, merchandising ideas that are capable of almost universal application. Such a state of affairs is always a healthy sign. Willingness to learn from the experiences of others indicates a broad-minded attitude that augurs well for the future of the business.

Under such conditions it becomes necessary for any publication attempting to cover the entire field of advertising to be cyclopædic in nature. The campaigns of the candlestick and the shoestring maker must be described for the benefit of the toy manufacturer. The Research Department of Printers' Ink is constantly asked to list the issues of the publication containing articles on every imaginable industry. Advertisers, their agents, general and business publications, newspapers, all contribute to the regular morning's mail bag of questions.

Often these calls are for an entire list of campaign stories published in Printers' Ink for a certain period. Of course such a compilation is not quite practical. Every issue contains a full quota of such articles. To list them all would mean half a dozen or more references to each copy.

In the early part of 1916, however, the practice of keeping record of the industries in which inquirers expressed interest most often was inaugurated. When what was regarded as a fairly representative list had been obtained a compilation of campaign stories covering those fields was made and published in the issue of May 18, 1916.

Since that time requests, similar to Mr. Carpenter's, have been received in increasingly large numbers. It is in response to these that the following list of campaign stories which have appeared in Printers' Ink since the latter part of 1916 is published. The industries listed are those in which inquirers have most consistently expressed interest. It *is not* intended by any means to be a complete list of references to specific campaigns published during the period mentioned. Some of the articles outline an entire campaign from its very inception. Others relate how some particular sales problem was solved through the use of printers' ink. Each story is of particular value to concerns in a similar line of business. All have features of interest to anyone who manufactures and advertises an article of merchandise or service.—[*Ed.* Printers' Ink.

Aeroplanes

The Glenn L. Martin Co. Sept. 2, 1920, p. 49.

The Airplane and Advertising of the Future. May 27, 1920, p. 3.

Aeroplane Industry in the First Stage of Its Advertising Evolution. July 24, 1919, p. 77.

Curtiss Aeroplane and Motor Corp. March 13, 1919, p. 65.

The Buying Power of Insurance Men

The so-called General Agent in the Insurance business is a factor almost as great as the insurance company itself. His jurisdiction frequently extends over several states. He has numerous branch offices or sub-agencies. His offices are equipped no less completely than the home offices of the companies he represents.

With the General Agents, however, the market takes on a more personal aspect. They are the producers. They live well, eat well, travel in comfort and patronize the best hotels and the finest resorts. They buy the best sporting goods, ride in the best automobiles, and smoke good tobacco. Besides this, all that we said in our last advertisement about the insurance companies, applies to the General Agent, too. (See Printers' Ink, Sept. 18, 1920.)

DO YOU SELL AUTOMOBILES?
DO YOU SELL MEN'S WEAR?
DO YOU SELL TOBACCO?
DO YOU CATER TO TRAVELERS?

TALK TO INSURANCE MEN THROUGH

The Weekly Underwriter

Established 1859

EIGHTY MAIDEN LANE

NEW YORK, N. Y.

The Philadelphia

PUBLIC LEDGER

HAS PURCHASED

PHILADELPHIA

The Press

IN this purchase, which combines two newspapers whose character and prestige were built up by such figures as George W. Childs and Charles Emory Smith, men noted both in the world of letters and in statesmanship, the identity of "THE PRESS" is not wholly submerged.

All that was best in its editorial columns will be carefully retained for its thousands of friends and readers

All that is most desirable in its comic and feature sections will be as carefully preserved both Daily and Sunday, with this difference—the execution of its color pages will be vastly improved in printing and quality so soon as mechanical arrangements can be made.

With even greater confidence than heretofore, the PUBLIC LEDGER commends its News, Business, Editorial and Feature columns to the people of Philadelphia and throughout the country.

A few of the now augmented features

Of the SUNDAY PUBLIC LEDGER and The PRESS—

Six pages of comics in color—

BIG MUTT AND LITTLE JEFF; one of America's most famous comics by Bud Fisher.

TOM SAWYER and HUCK FINN, by Dwig.

HAIRBREADTH HARRY, by Kahles.

THE GUMPS, by Sidney Smith.

BETTY, by Voight.

BOOB McNUTT, by Rube Goldberg.

Other notable features—

LITTLE BENNY'S NOTE BOOK, by Lee Pape.

A new "TORCHY" Story, by Sewell Ford.

THE PRESS FORUM, a feature that has more followers than any like department in the country.

The splendid BLUE RIBBON fiction stories.

With a dozen other excellent features that have made "The Press" so many friends.

16-page Rotogravure Section filled with interesting pictures

Magazine containing many articles of absorbing interest and entertaining fiction

THE PUBLIC LEDGER COMPANY

CYRUS H. K. CURTIS, President

Philadelphia

Agricultural Implements

International Harvester Co. July 15, 1920, p. 3.
Joseph Dick Co. Nov. 20, 1919, p. 19.
Case Threshing Machine Co. May 15, 1919, p. 57.
Hayes Pump & Planter Co. Jan. 3, 1918, p. 45.
Cutaway Harrow Co. Nov. 9, 1916, p. 62.

Apples

Advertising Possibilities in Apples. Nov. 6, 1919, p. 45.
A Newspaper Boxed Apple Campaign. Oct. 16, 1919, p. 97.
Yakima Valley Fruit Co. Jan. 30, 1919, p. 103.
Northwestern Fruit Exchange. Oct. 5, 1916, p. 33.

Arms and Ammunition

Dominion Cartridge Co. of Canada. Dec. 25, 1919, p. 100.
Savage Arms Corp. Aug. 7, 1919, p. 37.
Atlas Powder Co. March 13, 1919, p. 146.
Winchester Repeating Arms Co. Aug. 16, 1917, p. 3.
Hercules Powder Co. June 1, 1916, p. 31.

Automobiles

Current Automobile Situation and Future Advertising, Oct. 7, 1920, p. 17.
Chevrolet Motor Co. June, 1920, P. I. M., p. 9.
Stanley Motor Carriage Company. March 21, 1918, p. 89.
Unnecessary "New Models" Proving Out as Unhealthy Sales Policy. Feb. 22, 1917, p. 28.
How One Industry Is Overcoming Its Dull Season. Nov. 9, 1916, p. 3.
Hudson Motor Car Company. July 27, 1916, p. 73.

Automobile Accessories and Parts

Gates Rubber Company. July 15, 1920, p. 25.
Ball Bearing Manufacturers Advertise to Common End. July 25, 1918, p. 70.
Moco Monkey Grip Tire Patch Co. Dec., 1919, P. I. M., p. 55.
National Carbon Co. (Columbia Storage Battery). Aug. 21, 1919, p. 89.
Thermoid Rubber Co. (Brake Lining). Aug. 14, 1919, p. 154.
Magneto Manufacturers in Joint Campaign. April 3, 1919, p. 75.
Detroit Pressed Steel Co. Oct. 10, 1918, p. 45.
Automotive Wood Wheel Manufacturers Ass'n. Sept. 5, 1918, p. 56.
Atwater-Kent Mfg. Works. April 25, 1918, p. 61.
T. A. Willson & Co., Inc. Sept. 21, 1916, p. 76.

Automobile Tires

How the Tire Industry Is Readjusting Itself. Sept. 9, 1920, p. 10.
Pennsylvania Rubber Co. April 8, 1920, p. 105.
Kelly-Springfield Tire Co. Feb. 12, 1920, p. 49.
United States Rubber Co. Sept. 4, 1919, p. 73.
Firestone Tire & Rubber Co. April 18, 1918, p. 3.

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References Any Advertising Agency, National Advertiser, Publisher or Publishers' Representative

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B. F. Goodrich Co. March 21, 1918, p. 3.

Automobile Trucks

Packard Motor Car Co. July, 1920, P. I. M., p. 78.
Stewart Motor Corp. Feb. 5, 1920, p. 57.
Mutual Truck Company. Sept. 2, 1919, p. 61.
Hits and Misses in a Mushroom Market. March 13, 1919, p. 93.
Autocar Co. Aug. 29, 1918, p. 93.
How Buying Habits May Determine the Right Kind of Dealers. Aug. 23, 1917, p. 82.

Banks

Williamsburg Savings Bank. Aug. 26, 1920, p. 57.
Old Colony Trust Co. June, 1920, P. I. M., p. 113.
Bank of Sacramento, Cal. April 29, 1920, p. 154.
Merchants' National Bank. Jan. 22, 1920, p. 113.
Syracuse Trust Co. Dec. 18, 1919, p. 95.
Northern Trust Co. Aug. 7, 1919, p. 145.
National Shawmut Bank of Boston. Jan. 23, 1919, p. 61.

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Simmons Co., Oct. 7, 1920, p. 26.
Sealy Mattress Co. Sept. 9, 1920, p. 142.
The Seng Co. Sept. 2, 1919, p. 89.
Wilson & Co. April 4, 1918, p. 1.

Beverages

The Bis-Mac Co. Aug. 12, 1920, p. 118.
The Coca-Cola Co. July 29, 1920, p. 33.
Fifty-Fifty Corp. June 17, 1920, p. 105.
Orange Crush Co. May 20, 1920, p. 96.
The Charles E. Hires Co. March 18, 1920, p. 12.
Pheasant Northwest Co. Sept. 19, 1918, p. 25.
Northwest Fruit Products Co. July 5, 1917, p. 28.

Bread

The Tacoma Ass'n of the Baking Industry. July 8, 1920, p. 113.
The Fleischmann Co. July 31, 1919, p. 17.
General Baking Co. Jan. 24, 1918, p. 65.

Breakfast Foods

See Cereals.

Building Materials

Hollow Building Tile Ass'n. Aug. 5, 1920, p. 19.
Common Brick Manufacturing Ass'n of America. Aug. 21, 1919, p. 17.
Sanite Mastic Co. Aug. 14, 1919, p. 115.
Building Manufacturers Trying to Regain Ground Lost Through Failure to Advertise. July 10, 1919, p. 118.
Associated Metal Lath Manufacturers. March 13, 1919, p. 119.
West Coast Lumbermen's Ass'n (Shingle Branch). Sept. 19, 1918, p. 85.
Certainteed Products Co. July 11, 1918, p. 26.
National Fireproofing Co. Aug. 31, 1916, p. 43.

Carpets

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Cereals

The National Oats Co. Sept. 9, 1920, p. 57.
Quaker Oats Co. Aug. 19, 1920, p. 10.
The Midland Cereal Products Co. June 24, 1920, p. 105.
Kellogg Toasted Corn Flake Co. May 20, 1920, p. 17.
Cream of Wheat Co. Jan. 17, 1917, p. 3.

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Wm. Wrigley, Jr., & Co. Sept. 30, 1920, p. 17.
American Chicle Co. Jan. 24, 1918, p. 3.
Wm. Wrigley, Jr., & Co. March 15, 1917, p. 3.

Cigarettes

American Tobacco Co. (Lord Salisbury). Sept. 9, 1920, p. 93.
R. J. Reynolds Tobacco Co. Aug. 15, 1918, p. 88.
American Tobacco Co. (Lucky Strikes). Aug. 15, 1918, p. 25.
Liggett & Myers Tobacco Co. July 19, 1917, p. 92.

Cigars

Kraus & Co., Inc. Sept. 16, 1920, p. 145.
United Cigar Stores Co. (Ricoro). Aug. 26, 1920, p. 65.
Julius Klorfein. Aug. 12, 1920, p. 35.
Bayuk Bros. July 29, 1920, p. 105.
General Cigar Co. July 15, 1920, p. 19.
United Cigar Stores Co. (Orlando). June 12, 1919, p. 85.

Clocks

Western Clock Co. July 17, 1919, p. 109.
Herschede Hall Clock Co. May 30, 1918, p. 53.

Clothing (Boys')

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Kaynee Co. Jan. 9, 1919, p. 17.

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Mayer Bros. Dec. 18, 1919, p. 17.
The Joseph & Feiss Co. Oct. 23, 1919, p. 62.
The Royal Tailors. Sept. 2, 1919, p. 94.
Michaels-Stern & Co. July 3, 1919, p. 101.
John David. Feb. 27, 1919, p. 3.
Rogers Peet Co. Dec. 12, 1918, p. 3.

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Lane Bryant. Aug., 1920, P. I. M., p. 34.
M. E. Smith & Co. Aug 28, 1919, p. 25.
Goldman Costume Co. April 18, 1918, p. 25.

THE Editorial and Art Appeal of BOYS' LIFE, *the Boy Scouts' Magazine, assuring Keen Reader Interest Throughout 1921.*

The serials, short stories, articles and departments which will be published during the next year in BOYS' LIFE will be produced by the *ablest authors* and *artists obtainable.*

This advertisement deals with the six leading serial stories which have already been contracted for for 1921.

BOY SCOUTS' LIFE OF LINCOLN, by Ida M. Tarbell. Illustrated by Leslie Crump.

METIPOM'S HOSTAGE, by Ralph Henry Barbour. Illustrated by Remington Schuyler.

THE PIRATES AND THE STOWAWAYS, by Dillon Wallace (of Labrador fame). Illustrated by Clinton Balmer.

THE FROZEN BARRIER, by Belmore Browne (explorer and naturalist). Illustrated by Charles Livingston Bull.

OZ, SON OF FIRE, by Irving Crump. Illustrated by Remington Schuyler.

TORRANCE OF TEXAS, by Joseph B. Ames. Illustrated by Harold Anderson.

In the next issue of Printers' Ink, an outline of our Short Story program for 1921 will be printed.

BOYS' LIFE

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Map Headquarters

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Large Commercial Atlas Circular with sample map sent free on request

Simon Costume & Dress Co. Jan. 17, 1918, p. 117.

Coal

The Wholesale Coal Trade Ass'n of N. Y. Sept. 16, 1920, p. 65.
Province of Alberta. Sept. 2, 1920, p. 23.
Why Our Basic Industries Should Advertise. April 22, 1920, p. 113.
National Coal Ass'n. July 31, 1919, p. 25.
The Martin-Howe Coal Co. Nov. 23, 1916, p. 97.

Coffee

The Widlar Co. April 8, 1920, p. 34.
W. S. Quinby Co. July 17, 1919, p. 85.
Joint Coffee Trade Publicity Committee. April 17, 1918, p. 17.
Reid, Murdoch & Co. Jan. 18, 1917, p. 86

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Van Zandt, Jacobs & Co. March 20, 1919, p. 17.
Tooke Bros., Ltd. Feb. 6,1919, p. 51.
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United Retail Candy Stores. May 13, 1920, p. 25.
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Aluminum Goods Mfg. Co. March 27, 1919, p. 149.
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V. Vivadou, Inc. July, 1920, P. I. [illegible], p. 53.
De Pree Co. May 27, 1920, p. 41.
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The Mennen Co. June 1, 1916, p. 54.

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Breaking Down the Ethical Bar to Advertising. June 24, 1920, p. 35.
Indianapolis Dental Society. April 10, 1919, p. 206.
Painless Parker. Jan. 16, 1919, p. 65.
California State Dental Ass'n. Dec. 19, 1918, p. 39.

The Masses Do The Buying

ONE great aim of advertising is to influence all the people. Big and rapid turnover, the goal of advertising, necessitates appealing to the whole public. In Detroit this can be accomplished through one, and only one, newspaper, The News, which has the largest circulation in Michigan and which reaches practically every English-speaking home in Detroit. The News exceeds the other three Detroit papers combined in city circulation.

The Detroit News



Let Us Help Design That Next—

Label, Hanger, Street Car Card, Counter Display, Cut-out, Carton, etc.

The winning line is the kind that has something distinctively different about it—sometimes it's only the package design or the color combination of the hanger, display case, etc.

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Fidelity Mutual Bldg.

Dentifrices

Kolynos Co. April 8, 1920, p. 17.
S. S. White Mfg. Co. Nov. 21, 1918, p. 89.
Dentinol Pyorrhocide Co. Oct. 3, 1918, p. 25.
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Alex D. Shaw & Co. Oct. 7, 1920, p. 103.
Lehn & Fink. June 21, 1917, p. 6.
Carbola Chemical Co. April 5, 1917, p. 110.

Drugs

McKesson & Robbins. July 10, 1919, p. 3.
United Drug Co. Feb. 12, 1918, p. 3.
Bauer & Black. Jan. 4, 1917, p. 3.

Electric Appliances

Western Electric Co. Sept. 23, 1920, p. 3.
General Electric Co. March 11, 1920, p. 140.
Cutler-Hammer Mfg. Co. March 11, 1920, p. 73.
Edison Electric Appliance Co. Dec. 25, 1919, p. 126.
National Lamp Works. June 19, 1919, p. 169.
Robbins & Myers Co. July 26, 1917, p. 3.

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Crompton-Richmond Co. Aug. 19, 1920, p. 33.
Cheney Bros. April 22, 1920, p. 13.
Scottish Woolen Trade-Mark Ass'n. Dec. 18, 1919, p. 63.
H. R. Mallinson & Co. Sept. 4, 1919, p. 45.
Strong-Hewat Co. March 20, 1919, p. 113.
The Irish Linen Society. Feb. 20, 1919, p. 45.
The Cravenette Co. Feb. 8, 1917, p. 26.

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Hewitt-Lee-Funck Co. Dec., 1919, P. I. M., p. 100.
Cushman Motor Works. Aug. 16, 1917, p. 18.

Fertilizers

The National Fertilizer Ass'n. Nov. 13, 1919, p. 101.
Earl-Thomas Cultures Corp. Oct. 1, 1919, p. 161.
Canada Cement Co. (Agri-Lime) May 15, 1919, p. 99.

Financial

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Fire Extinguishers and Prevention

Foamite Firefoam Co. Sept. 2, 1920, p. 65.
British Columbia Forestry Commission. Nov. 13, 1919, p. 91.
National Board of Fire Underwriters. June 5, 1919, p. 108.

Fish

Gorton-Pew Fisheries Co. Sept. 9, 1920, p. 17.
The Frank E. Davis Co. March 4, 1920, p. 35.

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A service that places them in your hands within 24 hours

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PEERLESS MATS
Made by O'FLAHERTY
225 West 39th St. New York

A STATEMENT BY THE BUSINESS MANAGER OF THE EVENING MAIL, OF NEW YORK:

It has just been my pleasure to sign the sworn statement of circulation to the Government for the six months ending October 1 and to order its publication in our paper.

It is such a fine statement that I know The Evening Mail's friends in the newspaper world will want more than the bare figures given in the official report.

Our statement shows an AVERAGE DAILY NET PAID CIRCULATION for the six months ending October 1, 1920, of

172,703

THIS IS THE LARGEST CIRCULATION THE EVENING MAIL HAS EVER HAD, and our advertising friends do not need to be told that the six months' period covered in this statement was about the hardest half year imaginable in which to add materially to the circulation of any newspaper.

On June 8 last the price of The Evening Mail was increased from two to three cents per copy. And The Mail's circulation to-day is much greater than it has ever been over any six months' period. It is greater than it was three months ago or even two months ago. We are selling every paper we can get white paper to print. Our average sale would be close to 200,000 if we could get the paper.

Our friends in the advertising business will not be surprised when I tell them that THE EVENING MAIL IS GROWING JUST AS FAST IN THE VOLUME OF ITS ADVERTISING as it is in circulation. During the first nine months of this year WE PRINTED 1,551,956 LINES MORE ADVERTISING than in the same period of 1919. This is a greater gain than was made by any other evening paper but one. Here are the exact figures of gains for all evening papers:

GAINS OVER 1919 MADE BY THE NEW YORK EVENING PAPERS

From January 1, 1920, to October 1, 1920

	Lines Gain		Lines Gain
Evening World	1,822,580	Evening Post	649,290
EVENING MAIL	1,551,956	Evening Globe	247,246
Evening Sun	780,690	Evening Journal	34,288

And so, with a greater circulation than ever in its history, and with an advertising volume greater than ever and growing faster than any of its worthy competitors, The Evening Mail confidently looks forward to serving its advertising clientele in greater measure than ever before; and we are sure, with splendid co-operation on the part of its 172,000 daily purchasers.

Does this seem like boasting? I hope not. But those of us who have worked to make The Evening Mail what it is to-day are proud of the achievement, and glad to let our friends know that so much has been accomplished.

Yours sincerely,

Daniel Nicoll

Business Manager.

THE EVENING MAIL

NEW YORK

Fish to be Advertised in Britain. Nov. 13, 1919, p. 87.
Northern California Fish Exchange. Dec. 25, 1917, p. 25.

Florists

Thorley, of Fifth Ave. June, 1920, P. I. M., p. 19.
Allied Florists Association. April 22, 1920, p. 132.
Penn, the Florist. Nov. 6, 1919, p. 10.
Alpha Floral Co. July 17, 1919, p. 32.
Society of American Florists. Jan. 17, 1918, p. 25.
Chicago Florist's Club. May 24, 1917. p. 115.

Flour

Woods Milling Co. Aug. 19, 1920, p. 87.
Portland Flouring Co. June 10, 1920, p. 153.
The U. S. Grain Corp. Feb. 12, 1920, p. 136.
Vancouver Milling and Grain Co. Oct. 23, 1919, p. 125.
Sperry Flour Co. April 24, 1919, p. 129.
Anglo-American Mills Co. Aug. 8, 1918, p. 45.

Food Products

See Individual Items.

Fruits (Except Apples)

American Cranberry Exchange. Oct. 2, 1919, p. 106.
Georgia Fruit Exchange. Aug. 28, 1919, p. 152.
Deerfield Groves Co. Aug. 21, 1919, p. 77.
California Associated Raisin Co. Feb. 13, 1919, p. 57.
Hills Bros. Jan. 30, 1919, p. 17.
Florida Citrus Exchange. Jan. 2, 1919, p. 3.
Crutchfield & Woolfolk. July 25, 1918, p. 41.
The Farm a Great Reservoir of Branded Advertising. No. 1. July 18, 1918, p. 3.
The Farm a Great Reservoir of Branded Advertising. No. 2. July 25, 1918, p. 104.
California Fruit Growers' Exchange. Oct. 19, 1917, p. 57.

Furniture

The National Purchasing Organization. July 22, 1920, p. 121.
The Geis Store. Aug. 21, 1919, p. 121.
Urbana Furniture Co. June 12, 1919, p. 105.
How to Start a Mail-Order Furniture Business. April 17, 1919, p. 31.

Furs

Funston Bros. & Co. Sept. 23, 1920, p. 171.
Revillon Freres. Oct. 17, 1918, p. 3.
Advertising to Keep the World's Central Fur Exchange Within Our Shores. Nov. 2, 1916, p. 57.
F. C. Taylor Fur Co. Oct. 26, 1916, p. 33.

Gas and Electric Companies

Union Gas and Electric Co. of Cincinnati. Sept. 18, 1919, p. 177.
United Electric Light and Power Co. Sept. 4, 1919, p. 99.
The Utah Power and Light Co. July 31, 1919, p. 92.
Philadelphia Electric Co. Jan. 23, 1919, p. 138.
Kansas Natural Gas Co. Jan. 31, 1918, p. 45.
Consumers' Gas Company. Jan. 3, 1918, p. 90.
National Commercial Gas Ass'n. July 12, 1917, p. 103.

Hardware

Greenfield Tap & Die Co. July 8, 1920, p. 85.
The Winchester Repeating Arms Co. March 18, 1920, p. 77.
The Carborundum Co. Mar. 7, 1918, p. 46.
Kelley-How-Thomson Co. Feb. 1, 1917, p. 3.

Hats (Men's)

John B. Stetson Co. Sept. 23, 1920, p. 10.
Mallory Hat Co. Sept. 18, 1919, p 89.

Home

Fuller Brush Co. Sept. 23, 1920, p. 33.
Knape & Vogt Co. (Clothes Hanging Device). Aug. 5, 1920, p. 118.
American Steel Wool Co. Aug. 5, 1920, p. 146.
White Tar Co. (Garment Bags). July 1, 1920, p. 25.
Kirsch Manufacturing Co. (Curtain Rods). Aug. 9, 1917, p. 8.

Hosiery

The Moorehead Knitting Co. May 6, 1920, p. 49.
Piqua Hosiery Co. Feb. 12, 1920. p. 79.
Allen, A., Co. Aug. 23, 1917, p. 17.
Holeproof Hosiery Co. Nov. 16, 1916, p. 16.

Ice Cream

Hoefler Ice Cream Co. July 6, 1920, p. 69.
H. P. Hood & Sons! July 31, 1919, p. 140.
Chapin-Sacks Manufacturing Co. Feb. 22, 1917, p. 37.
Utica Ice Cream Co. Nov. 16, 1916, p. 101.

Infants' Wear

Earnshaw Knitting Co. May 8, 1919, p. 63.
Rubens & Marble, Inc. Nov. 30, 1916, p. 53.

Insurance

Hartford Fire Insurance Co. July 29, 1920, p. 113.
Northwestern Mutual Fire Ass'n of Seattle. Jan. 29, 1920, p. 21.
Aetna Life Insurance Co. Jan. 15, 1920, p. 93.
American Mutual Liability Insurance Co. Mar. 6, 1919, p. 91.
Postal Life Insurance Co. May 16, 1918, p. 3.
The Benefits That Follow Advertising of Life Insurance. Feb. 28, 1918, p. 86.

Investments

Halsey Stuart & Co. Aug. 19, 1920, p. 83.
Northern Trust Co. Bank of Chicago. Jan. 8, 1920, p. 37.

One Medium
Covers the Theatrical Field

With its thousands of prosperous stage folks, who buy the very best merchandise.

The Billboard

Each week reaches over 500,000 men and women of the amusement world. Despite the paper famine, the number of pages has not been decreased. It is steadily enlarging its circulation.

Another feature of THE BILLBOARD is its classified advertising columns—the only theatrical paper carrying this form of advertising.

A good way to get a line on the potentiality of THE BILLBOARD is to investigate its drawing power by asking those who use it as a medium.

Let us send you facts and figures showing what THE BILLBOARD has done for others in your line of business.

Write for sample copies and rate card

The Billboard

44th St. and Broadway
NEW YORK CITY

Cincinnati Kansas City
Philadelphia St. Louis
Chicago San Francisco

Problem of the "Narrow Margin" in the Advertising of Securities. Mar. 6, 1919, p. 117.
H. M. Byllesby & Co. Dec. 19, 1918, p. 73.

Iron and Steel

Why Our Basic Industries Should Advertise. April 22, 1920, p. 113.
Hydraulic Pressed Steel Co. July 31, 1919, p. 3.

Jewelry

Cohn & Rosenberger. Oct. 7, 1920, p. 116.
Daniel Low & Co. Jan., 1920, P. I. M., p. 9.
Jason Weiler & Son. Nov. 27, 1919, p. 149.
Albert S. Samuels. Oct. 23, 1919, p. 53.
Whitehouse Bros. Oct. 23, 1919, p. 71.

Juveniles (Advertising to)

Quaker Oats Co. Aug. 19, 1920, p. 10.
The M. W. Dunton Co. March 18, 1920, p. 41.
Marshall Field & Co. Feb. 5, 1920, p. 155.
Arkansas Soft Pine Bureau. Nov. 11, 1919, p. 17.
Harris Suspender Co. Feb. 27, 1919, p. 53.

Laundries

Boston Laundries. June 3, 1920, p. 97.
Philadelphia Laundry Owners' Exchange. March 11, 1920, p. 157.
American Laundry Machinery Co. July 3, 1919, p. 133.
Indianapolis Laundry Owners' Ass'n. May 2, 1918, p. 28.

Leather and Leather Substitutes

Standard Kid Mfg. Co. Jan. 29, 1920, p. 61.
Competitors Jointly Advertise Pride in Their Product. Jan. 22, 1920, p. 61.
Du Pont Fabrikoid Co. April 19, 1917, p. 3.

Linens

See Fabrics.

Linoleum

See Rugs, etc.

Lumber

American Hardwood Manufacturers Ass'n. Sept. 2, 1920, p. 110.
Southern Cypress Manufacturers Ass'n. Apr. 8, 1920, p. 109.
Arkansas Soft Pine Bureau. Nov. 13, 1919, p. 17.
Southern Pine Ass'n. Apr. 17, 1919, p. 121.
Long-Bell Lumber Co. Feb. 27, 1919, p. 85.

Machinery

B. F. Sturtevant Co. Aug. 12, 1920, p. 65.
Combustion Engineering Corp. Dec. 4, 1919, p. 65.
Billings & Spencer Co. June 26, 1919, p. 37.
Ford Chain Block & Mfg. Co. Apr. 5, 1917, p. 57.
Chain Belt Co. May 25, 1916, p. 123.

Mattresses

See Beds and Bedding.

An Exceptional Opportunity for an

Account Executive

Long-established advertising agency (in New York City) has a most exceptional opportunity for one more account executive with a record of achievement. He should control at least one high-grade account as an evidence of his ability to secure and retain desirable business.

An unusual chance for a progressive man—the agency is not yet one of the very largest, but is well above the average in size and calibre of personnel, in organization and equipment, and in the prestige of its clientele.

Your communication will be received in the strictest confidence by the head of the agency.

Address B. M., Box 138, Printers' Ink

We are interested in the future of this man

WITHOUT doubt, he is a sales and merchandising executive of rare qualifications. We had occasion some time ago—he was not, then, well known to us—to make a searching appraisal of his business record, of the quality of his experience, judgment and personality.

The man tested 99%. With just enough youth in his favor, he is now ripe for bigger things. We have offered our services in placing him and are convinced that our detailed recommendation will prove satisfactory to anyone interested. Address in confidence, "Counselors," Box 132, Printers' Ink.

A BUYER'S MARKET

What does it mean?

It means that reckless extravagance is a thing of the past. That we are no longer paying just whatever happens to be asked for goods. That we are shopping for values, pricing, refusing to pay what seems to be unreasonable. In short, that we are coming back to normal.

There is one class, however, the well-to-do class, the habitually extravagant class, that isn't disturbed about prices. These people always did, and always will spend money freely. They always did, and always will buy in larger quantity than most of us. They never did, and never will care what a thing costs, provided it's what they want.

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Are you reaching it? All of it? Enough of it? Can you afford to overlook any of it today, when the regular Ford prospect is no longer thinking of buying a Cadillac or a Packard?

If not, you can add to your patronage by advertising in the Nast Publications, the magazines read by

300,000 People*

The solid-money big-income People

YOU can place your message before these people accustomed to having and spending money—these people who aren't affected by industrial conditions or fluctuating prices—these people who want what they want when they want it, and get it through the pages of

VOGUE

VANITY FAIR

HOUSE AND GARDEN

CONDÉ NAST, Publisher

*Print order Nov. 1 Vogue.....165,000
" " Vanity Fair 101,000
" " House and Garden..... 76,500

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Libby, McNeill & Libby. April 29, 1920, p. 3.
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Nuts

California Walnut Growers Association. Feb. 6, 1920, p. 109.
Walker-Smith Co. June 12, 1919, p. 19.



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ROY V. SOMERVILLE
Advertisement Manager "Punch"
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London, Eng.

"Punch" Office *September 1, 1920*

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Road Salesmen
ADVERTISING AGENCIES
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AUTO PUBLISHING CO.
245 W. 55th Street
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Buffalo Specialty Co. Oct. 10, 1918, p. 25

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Washington Office, Colorado Bldg. 418 So. Market St., Chicago, Ill.

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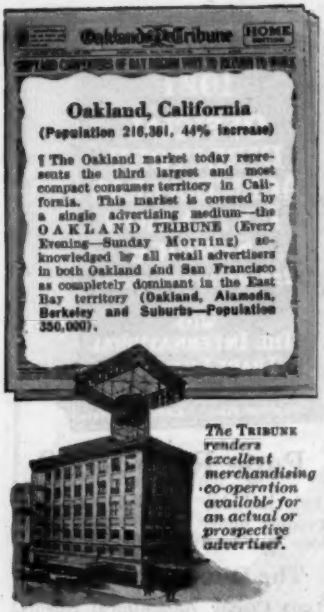
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Western Representative
J. B. FINUCAN, Hartford Bldg., Chicago

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N. K. Fairbanks Co. July 31, 1919, p. 81.
The Palmolive Co. June 8, 1916, p. 33.

Soft Drinks

See Beverages.

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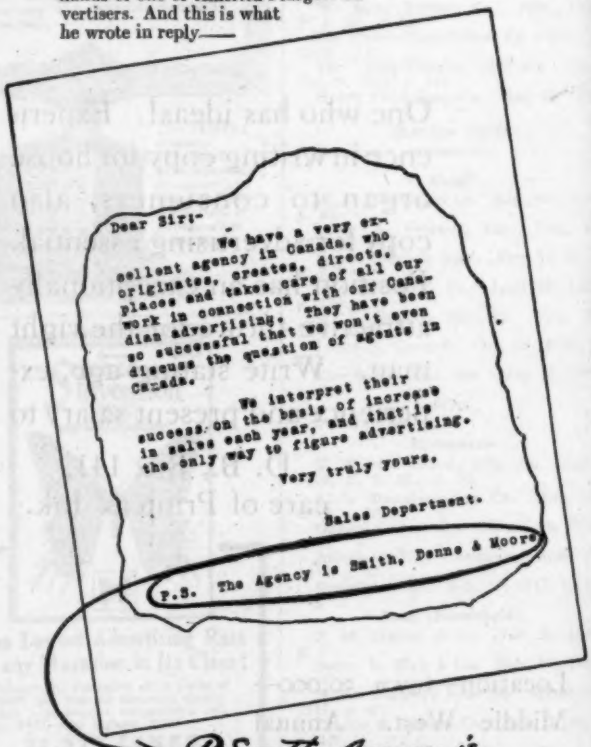
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Sporting Goods

The Burke Golf Co. Sept. 23, 1920, p. 88.
Abbey & Imbrie. June, 1920, P. I. M., p. 43.
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Theatres Enlist Poster Art. May, 1920, P. I. M., p. 22.
We Impresarios Have Our Advertising Problems. April, 1920, P. I. M., p. 55.
When Will Theatrical Advertisers Break Away from the Conventional? Feb. 12, 1920, p. 120.

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The De Pree Chemical Company. May 27, 1920, p. 41.
Alfred H. Smith Co. April 15, 1920, p. 17.
Colgate & Co. Dec. 11, 1919, p. 65.
Northam Warren. Mar. 22, 1917, p. 37.

Copywriter WANTED

For Financial Advertising

AN advertising agency seeks a writer to develop investment and bank advertising copy, booklets and circulars. The position might be filled by a man trained as a merchandise copy writer who can acquire the financial viewpoint, by a financial reporter or writer who can adapt himself to the needs of advertising copy, or by a man who has had experience in developing broad-gauged advertising plans for financial institutions.

The assignments to be given this copy writer are important, interesting, require studious application, vision and ability to humanize and modernize financial advertising.

In applying submit information which you think will best demonstrate your fitness for the position described, stating the salary you would be worth if given an opportunity to exercise your full capabilities.

Address "G. O."
Box 140
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Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru



and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

City Hall Square Building
Chicago



Tools

Henry Disston & Sons, Inc. July 1, 1920, p. 3.
Fayette R. Plumb, Inc. May 27, 1920, p. 82.
Kelly Reamer Co. March 4, 1920, p. 153.
The Walworth Mfg. Co. Feb. 19, 1920, p. 77.

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Faultless Rubber Co. Aug. 12, 1920, p. 20.
Porter Chemical Co. Feb. 5, 1920, p. 45.
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The B. V. D. Co. Mar. 11, 1920, p. 145.
Julius Kayser & Co. Oct. 30, 1919, p. 123.

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Cornell Wood Products Co. Sept. 12, 1918, p. 37.
The Beaver Board Companies. Oct. 3, 1918, p. 57.
The Beaver Board Companies. April 5, 1917, p. 3.

Wall Paper

Allied Wall Paper Industry. Aug. 5, 1920, p. 88.
Richard E. Thibaut, Inc. Jan. 24, 1918, p. 37.
Allied Wall Paper Industry. Sept. 27, 1917, p. 28.

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Mallory Industries. July 22, 1920, p. 81.
American Washing Machine Manufacturers Ass'n. July 1, 1920, p. 41.
F. L. Maytag. Jan. 8, 1920, p. 154.

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Elgin National Watch Co. Mar. 25, 1920, p. 17.
Robert H. Ingersoll & Bro. Jan 29, 1920, p. 10.
The Waltham Watch Co. Feb. 27, 1919, p. 44.
Jaques Depollier & Son. July 12, 1917, p. 49.
South Bend Watch Co. May 17, 1917, p. 50.
Robert H. Ingersoll & Bro. June 15, 1916, p. 83.

We are pleased to announce the addition to our organization of

MR. CHARLES W. BYRNE

who for the past seventeen years has been associated with Critchfield & Co.

He has acquired an interest in our company, and as Vice President will be active in the future management of the business.

THE
THIELECKE ADVERTISING
COMPANY
Advertising and Sales Service
22 West Monroe Street
CHICAGO

WANTED—

A General Manager
For a Chain of Retail Stores

This man must have—

1st—*A successful chain store experience.*

2nd—Must be an organizer of the highest type.

3rd—Must be able to get others to work for him enthusiastically and effectively.

4th—Prefer a man who has worked himself up from the bottom to the limit of possibilities with present employers, but—he must have outgrown the detail habit and be big enough to keep his mind free from the harassment of petty tasks.

We are ready to close as soon as we find the man, but if he is not immediately available, would wait three or four months for him. The right man need not worry about his salary. It will be commensurate with his ability. Besides, he will find a future so big and broad that he can make this his life's job.

In answering, give full details—you cannot give too many.

All answers will be treated as strictly confidential. No inquiries will be made until an applicant has been interviewed. Perhaps we may have overlooked some man in our own organization, who, with a little special training, would fill our requirements. Applications from present employees will receive the same careful consideration.

Address O. R., Box 130
Care of Printers' Ink

To Change a Luxury Into a Necessity

(*Continued from page 12*)

thought silk underwear a luxury, but with to-day's laundry prices as they are, we've decided that Vanity Fair is about the most economical underwear to own. It's so easy to rinse out your Vanity Fair silk underwear at home, whereas cotton underwear must be sent where it can be boiled, blued and bleached, and these operations now total about fifteen cents an article!

"Silk underwear of Vanity Fair quality lasts so much longer, too, and of course the careful handling you give it in washing it yourself makes it more enduring than ever."

Still another advertisement presents the idea from the standpoint of a converted customer.

"'I used to think silk underwear a luxury,' remarked one of our customers the other day, 'but I find that anything you can wash out yourself, as you can Vanity Fair, is the most economical thing to buy!'

"Unlike the under-apparel which must be boiled, blued and bleached, you can wash your Vanity Fair silk underwear yourself in the bathroom bowl. You need not even press it, unless you wish, for Vanity Fair is soft and smooth after washing."

Whether a business is threatened with a sales slump or not, the example of this company offers suggestions to many advertisers. Other manufacturers of silk underwear would confer a distinct service on the public by adopting a like policy in their advertising. Every time a manufacturer shows a customer how to effect economies in the use of his product he makes a more enduring customer out of him.

Schaeffer Joins Payne Agency

H. R. Schaeffer, who for ten years was with The Martin V. Kelley Company, and recently with Robert Hoyme, Inc., has joined the New York office of the Hancock Payne Advertising Agency, Philadelphia.

Now Employ Your Advertising Ability for *Yourself!*

OWING to expansion in other lines I have an established, profitable business to dispose of to a man—or agency—able to apply personal advertising ability to its advancement.

This is not a service but a real merchandise business, not directly connected with advertising but requiring advertising alertness, acumen and resourcefulness to bring it to top realization.

It is your chance to apply to highest advantage the ability you have been giving to others.

For ten years I devoted my entire time to it, establishing it on a firm, profitable basis. Though unable to devote much time to it during the last three years, it has maintained its momentum without sales effort; it is now running 25% ahead of last year.

This is no business for a narrow gauged man, but a man with vision, ability, and a reasonable amount of capital—$7500 or more—could easily develop a volume of $100,000 a year in a very short time.

If you are looking for an opportunity to build up a going business with an unlimited field for development and growth, write for details.

"D. L. T.," care Printers' Ink,
833 Peoples Gas Bldg., Chicago, Ill.

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"Making Advertisements —*and Making Them Pay*"

By ROY S. DURSTINE

SANE and thoughtful in substance, crisp and engaging in style, this new book by Roy S. Durstine is written for men who want the modern persuasive slant in advertising. It is an "eyes-on-the-ball" summary of up-to-the minute advertising principles and copy appeals.

Not technical — Just sensible

$3.00 at any Bookstore

Charles Scribner's Sons
597 Fifth Avenue New York

Are You An Unusual Copy Man?

IF YOU are a thoroughly-seasoned advertising man with a definite record of successful copy created for national advertisers; if you would rather write good copy than do anything else in the world, there is an opening for you with a New York agency of high standing, broad-gauge policies, and an enviable reputation. Write in confidence outlining your experience, preliminary to an interview.

Address C. O., Box 133
Care of Printers' Ink

Foreign Trade Domestic Commerce Stabilizer

IN every business there is a part of the production, roughly estimated as the last 20 per cent, which cannot remain unsold, if the first 80 per cent of the sales are to prove profitable. Remove this last 20 per cent and the whole operation will cease to show a profit. So it is with the present productive capacity of the United States; a certain volume of foreign sales must be maintained or the industry of the country will suffer throughout.

In recent months we have seen various degrees of depression in our business, resulting largely from decreased domestic demand. Such a depression might in part have been avoided had our producers shown more desire to add the demands of our understocked world to those of the local markets of the United States. Quite aside from the development of new outlets for our products, it must be evident that the use of many markets must tend both to diminish the risk incidental to the use of one market and to supplement the seasonal consumption of one country with another.

These considerations speak strongly for the need of a permanent American foreign trade. But such a trade cannot be secured without the serious effort of our business men. They must be induced to equip themselves for foreign trade; to devote some portion of their products to foreign trade, and to demand of the Government that willing support of legitimate enterprise to which they are entitled. Other nations are older in the field. Some control cables, coaling stations, harbor privileges, banking facilities, railroad and shipping systems. It is doubtful whether private American enterprise can at this late date obtain similar facilities unaided.—From an address by James A. Farrell before a meeting of the National Foreign Trade Council at New York.

Gentlemen of the Trade Paper Convention

I will swap my trouble for yours!

¶ Some of you have Eastern representatives who have more papers than time. My predicament is that I have more time than papers. I have three progressive mediums on my list, all of which are showing big space increases. My publishers are thoroughly satisfied. But I am not.

¶ I must have more problems to work on. I have time to cover some additional mediums—and can find the advertising to cover them, too. My experience has been substantial, my acquaintance is solid, and my selling abilities are sound. I know the agency business from the inside out, and the special representative field from the outside in. My training embraces both.

¶ Above all, I am a salesman. I can talk, and I can close, and you can see the records that prove it. What I need now is someone who needs me—a publisher who wants a thorough, deep-sea representation on the Atlantic seaboard by a man who has a natural endowment for collecting signatures. Must be a medium with a substantial rate for the advertiser and a substantial rate for me.

You say when
and I will say the rest!

VICTOR B. BAER
Company
47 West 42nd Street, New York

TELEPHONE: VANDERBILT 8037

The retailer's influence is on the side of

HOME DAILY NEWSPAPERS IN NEW ENGLAND

Because—

The dealers know the influence of the home dailies with their readers.

The dealers know the results shown to advertisers—usually good.

The dealers know that the circulations of the dailies are mostly home delivered to people who buy the paper because they like it—not for any gift, club or combination offer.

The manufacturers of goods who desire the maximum trade in New England would do well to "go with the dealer" and use the home daily newspapers.

If all New England is too big for a start, these 15 will show the dealers are right.

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Cir. 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 31,651 Net Paid
Population 190,000, with suburbs 250,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Service to the Outdoor Advertiser

To do business with advertising agencies competing with newspapers and magazines and the other mediums they handle, we must observe the ethics of the advertising agencies and be prepared to give them a service in keeping with the importance of the medium we are selling, always having in mind the obligations due the advertiser. This does not merely mean selling a few signs in locations that we happen to have them in, simply because we want to get rid of them as open space, but in studying the needs of the advertiser, his peculiar market and possible returns from created sales volume. This can only be done by a better presentation based on study of merchandising through a higher grade of salesmen—who can present his figures based on facts and who will be more interested in giving service than in getting the ink—or, in other words, closing the contract.

The facts and figures prepared by the newspapers and magazines by their analysts are obtainable by any recognized advertising agency, and the accounts are solicited by the finest trained minds in any business engaged in selling, and it passes through the advertising agency handling the account paying a commission on a published rate cost price, which enables the advertiser and agency to know what he can expect to get in the way of circulation in any part of the country.—H. Prescott Simpson, before the Outdoor Advertising Association convention, Cleveland.

The Why of Names

There is much interest in the study of trade-marks and their origin. "Sozodont," for instance, was coined from the Greek "saves the teeth" by a scholarly Greek professor at Colgate University. "Uneeda," one of the most successful trade-marks ever devised, is said to be the invention of an obscure clerk in the National Biscuit Co. offices—it made millions for the company and fathered countless legions of weak-kneed imitations. "Kodak" was invented by Eastman, who liked the letter "K" because it was so forceful; he coined "Kodak" because it began and ended with "K," could not be misspelled even by the ignorant, and could not bring to mind anything but an Eastman camera, because it had no dictionary meaning. The Shell Oil Co. got its name from its original business of trading with the East Indies for sea shells; it took up oil merely to have something to trade with the natives for shells and furnish return cargoes to the tropics, but afterward devoted itself to oil.—*The Wall Street Journal.*

Under the direction of Professor Nathaniel Waring Barnes, of the University of Chicago, the Women's Advertising Club of Chicago has organized classes in advanced advertising, elementary advertising, and business English.

Member of Audit Bureau of Circulations

THE
EVENING
EXPRESS

Portland's Premier Paper!

Largest circulation of any Maine daily.

Maine's wholesale and jobbing center.

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

BRIDGEPORT
CONNECTICUT

A great manufacturing city.

We make about 15,000 different articles, all good.

POST-TELEGRAM

Evening Morning

Connecticut's largest circulation.

Covers the field.
Covers it good.

Representatives

I. A. KLEIN
284 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

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Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1345-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 815 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGHUM, Manager.

Issued every Thursday. Three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

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Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 14, 1920

Flabby Sales Executives

A lot has been published in PRINTERS' INK lately about flabby salesmen. Enough evidence was introduced to show that under the influence of easy post-war business, many sales organizations have become soft.

But what about the executives in charge of those sales forces? If Emerson was correct when he said that an institution is but the lengthened shadow of a man, then the shadow should not be blamed for its weakness. If the organization is but the shadow of the head of the business, then, it seems to us, he is the fellow most directly censurable for the flaccidity of his extended self.

Take, for an illustration, the flood of cancelled orders that has for several months been inundating a few industries. Who is responsible for this condition? Some will say the buyer, who has failed to live up to his pledges. Others will blame the salesmen.

The person mostly to blame, however, is the executive who either encouraged or tacitly allowed his salesmen to follow a wrong selling policy. For two years salesmen, in many lines, have been selling goods to the tune of "prices are going up. You had better order all you can get now." If this music wasn't effective, the salesman began to sling the shortage club over the prospective buyer's head. Succumbing to either one argument or the other, the merchant bought his head off. He ordered from every salesman that came along, thus requisitioning many times more goods than he needed. Under the influence of this sort of sales education many merchants temporarily suspended their true function and became nothing more than speculators. Is it a wonder that when the market started to go the other way, these buyers began to cancel? The chances for a speculative profit having vanished, these men, quite naturally, did not want the merchandise that they had previously ordered. There is, therefore, nothing surprising about the cancellations.

Months ago, PRINTERS' INK warned over-sold manufacturers that they were not so far behind on their orders as they supposed. We pointed out that much of this over-sold condition was due to a duplication of orders. And these duplicated orders, given under the zest of frenzied selling, would quickly melt away when speculation ceased.

Subsequent events have proved that the warning was well founded. Many of those manufacturers who curtailed their advertising because they thought they were oversold now see they made a mistake. They see that the only dependable orders on their books

were those based on actual demand from the consumer. The speculative orders were quickly cancelled, but genuine orders, placed because people really wanted the goods, did not give way so easily.

The logical inference of the experience is that the way to reinstate cancelled orders is to get the consumer to demand the goods. Retailers will abandon their hesitant buying as soon as their customers show unmistakably that they will purchase. Buyers do not cancel when they are certain of a profitable sale for the ordered merchandise. But winning the consumer's confidence in the market and building up his desire for the product, is a job, not for the salesman, but for the executive higher up. When these big fellows warm up and begin pushing the business as they did in the good old days, we may expect to see fewer flabby salesmen on the firing line of commerce.

When Laymen Discuss Advertising

It is a notable recognition of the importance of advertising to have a publication of the high literary standing of the *Atlantic Monthly* devote two articles in one issue to the subject.

These two contributions appear in the October number. The first is by A. Edward Newton, who writes under the title "A Slogan for Booksellers." The second is on the "Making of Many Books," and is written by George P. Brett, president of the Macmillan Company.

As a rule, when a layman attempts to write either appreciatively or critically about advertising, he reveals such a lack of familiarity with the subject as to make his contribution valueless. This, however, cannot be said of Mr. Newton's literary journey into the fields of advertising. This author of the delightful book, "The Amenities of Book-Collecting," although not an advertising man, in telling why booksellers should advertise, pays a fine tribute to advertising. The fact that he writes apparently unconscious that he is pleading makes his plea all the more effective.

Mr. Brett, on the other hand, is not so fortunate in his comments. He reverts to the usual role of the layman who attempts to write learnedly of a question with which he is unfamiliar. Mr. Brett's essay is concerned chiefly with the increasing difficulties of the book publishing business. When he sticks to that subject he writes informingly because he knows whereof he writes. He makes the mistake, however, of taking as his premise the statement that the magazines are principally responsible for the paper shortage. From this he leads on to the corollary that it is the large volume of advertising now appearing that is causing the periodicals to use so much paper. Then from this he jumps to the unwarranted conclusion that most of this advertising is nothing more than an attempt on the part of business men to lighten the burden of their excess-profits tax.

Does Mr. Brett state how he arrived at this surprising conclusion? He does. He asked the president of a large corporation out west why he was advertising so lavishly despite the fact that he could not fill his present orders. The advertiser replied that he liked to see his name in print and anyway the expenditure enabled him to reduce his profits tax.

Evidently that was the extent of Mr. Brett's investigation into the subject. One advertiser declared he was a tax dodger. That was sufficient. Ipso facto, all advertisers must be tax slackers.

It is undoubtedly true, as "a well-informed advertising man" points out in reviewing Mr. Brett's article in the Contributors' Column of the same issue of *Atlantic*, that "some advertising appropriations have been increased because of the fact that, advertising being free from taxation, the manufacturers are taking this opportunity of strengthening their hold upon the consuming public and creating a larger demand for their product and thereby reducing the cost of manufacture, which has been the function of advertising

and the reason for its strength in our social, economic, and commercial life to-day."

But when the eminent head of the Macmillan Company says that most advertising is of this character he is assuming an untenable position. What the gentleman forgets is that most of our large advertisers of to-day were large advertisers long before the days of the excess-profits tax. Where appropriations have apparently been increased unduly of late, it will be found on examination that "there is a logical and demonstrable reason behind every increase that has been made," as one advertising man expresses it. Almost any agency executive will confirm this man's statement. One reason for the recent increase in advertising space, and it is one that has not been emphasized enough, is that many advertisers base their appropriation on a percentage of sales. Sales having increased enormously these last two years, advertising appropriations have automatically mounted to new altitudes. Other advertisers, and a goodly number come under this heading, have wisely increased the percentage of their appropriations for the purpose of entrenching themselves with the consumer during the long period when the process of deflation will tend to handicap business.

Mr. Brett, in the course of his diatribe, makes another charge which shows how superficially he carried his arguments. He says, "Neither is it a matter of doubt that the many millions of dollars spent annually in advertising of this description are added to the price of commodities sold, and that this expenditure is one of the principal causes of our present high cost of living." That criticism has been exploded so often and so thoroughly in PRINTERS' INK that it is not necessary to take it up here again. We allude to it only for the purpose of showing how far astray a successful business man can wander from the facts when he allows himself to become involved in issues about which he is not posted.

Manufacturers' Help from Dealers

The Sun Drug Company, operating a chain of fourteen stores in Los Angeles, seems to have the right idea on this dealer co-operation question. A manufacturer recently received a form letter from this company, reading:

"Dear Sir:

"Please be advised that a solid window of your firm's product [here the name of the product was inserted] is now displayed in the Sun Drug Co. store indicated below."

At the bottom of the letterhead was a list of the fourteen stores, with a little hollow square in front of each, one square of which was checked as being the store where the manufacturer's display was located.

The Sun Drug Co. evidently finds it good business to let the manufacturers with which it deals know what it is doing for and with them. This is not an entirely new idea, by any means, but it is one more sign that retailers and retail organizations are coming to realize that two can play profitably at this game of co-operation. For years manufacturers have talked of "dealer co-operation"; now progressive dealers have begun to think and act in terms of "manufacturer co-operation." This is the spirit that is going to help to reduce the expense of distribution.

Armes and Leonard with Wood, Putnam and Wood

Lyman H. Armes, formerly special feature writer for the Boston *Post*, has become associated with the Boston office of Wood, Putnam & Wood Company, as special writer and director of publicity and in a research capacity.

John Felix Leonard, formerly with Albert Frank & Co., has joined the copy and service department of Wood, Putnam & Wood.

Philadelphia "Record" Increases Advertising Staff

The Philadelphia *Record* has added C. H. Fehling and Miss Irene Frank to its advertising staff. Both were formerly with the Philadelphia *Press*, now merged with the *Public Ledger*.

GOOD TASTE DOES NOT MAKE ADVERTISING COST MORE, BUT IT MAKES IT WORTH MORE. NOT TO THE DRY BONES OF ANALYSIS, BUT TO THE LIVE IMPULSES OF ART, MUST WE NOW LOOK FOR IMPROVEMENT IN ADVERTISING.

GLEN BUCK—*Advertising*
MICHIGAN BOULEVARD BUILDING
CHICAGO

Do You Know Him?

One of the oldest and strongest financial institutions in the United States is looking for a young man who measures up to the following specifications:

(1) Age between 20 and 35.

(2) Education — College graduate preferred, but not necessary.

(3) Experience—He must have successfully sold some high-grade product.

(4) He must be recognized by his acquaintances as a man who possesses energy and initiative of the highest order.

(5) He must be a man in every sense of the word. One whose public and private life will bear the closest investigation.

(6) He must be capable of developing an earning power of $10,000 per year or more within a few years.

The man who fills the bill will be sent to one of the leading Universities for a course of intensive training lasting a few months, at the conclusion of which he will sell our product on a salary and commission basis, with a view to qualifying for the managership of one of our branch offices.

If you know the man for whom we are looking, he will be grateful to you one of these days if you will ask him to tell us all about himself and send photograph, which will be returned. Address E. C., Box 70, Station "D," New York City.

PUBLICITY MAN

who originated and conducted year's largest national publicity campaign automotive industry, seeks connection progressive company. Competent as assistant advertising manager, to direct sales development and research. Experienced in layout and copy writing, in editing house organ, in writing and editing newspaper and trade journal stories. Under thirty, married. Go anywhere. Present employment congenial, but wishes to develop. Address J. S. Box 137, care Printers' Ink.

BETTER PRINTING for less money

Send for Free Samples!

10,000 4-page Folders, 3½x8¼ inches	$45
10,000 4-page Folders, 4x9 inches	60
10,000 4-page Folders, 6x9 inches	75
10,000 Circulars, 6x9 inches	30
10,000 Circulars, 9x12 inches	50
10,000 Circulars, 12x18 inches	85
10,000 Bond Letterheads, 8½x11 inches	35
10,000 Envelopes, 3⅛x6⅛ inches	35

All other printing at low prices. Samples free!

E. B. Fantus Co., 525 S. Dearborn St., Chicago

Butler Brothers' Stage Retailers' Convention

A congress of retail merchants was held recently in Chicago under the direction of Butler Brothers, wholesalers of general merchandise. More than 300 retailers attended the session, which lasted two days. Most of the speakers on the programme were retailers. There was also a banker, who talked on the business outlook and an expert accountant, who discussed the necessity for system in the store. The congress was held for the double purpose of getting retailers to market so they could buy goods and also to enable the officials of the house to get in closer personal touch with leading retailers. The event was so successful that Butler Brothers contemplate making it a yearly proposition and holding it in their other houses as well as in Chicago.

Store Gives Credit When Banks Close

Following the Ponzi financial excitement in Boston a number of banks have been obliged to close, temporarily, and some bank depositors have been embarrassed as a result. The Gilchrist Company, of that city, has announced in its newspaper advertising that these persons may secure charge accommodations at its store until their affairs are cleared up. "Accounts so contracted," says the company, "need not be settled until the banks have reopened or depositors are relieved from their present embarrassment."

Mrs. Oakley in Hotel Publicity

Grace Crawley Oakley has been appointed editor of "The Pennsylvania Register," the daily organ of the Hotel Pennsylvania, New York, which is issued for guests and employees of the hotel. Mrs. Oakley is also in charge of the hotel's publicity. She succeeds C. G. Milham, resigned. The "Register" is now a four-page tabloid paper, published each weekday.

New Accounts with Joerns Agency

The Arnold Joerns Company, Chicago, is now handling the accounts of The Hill-Hoel Mfg. Company, South Bend, Ind., maker of "Mountain Maid" cedar chest; Perfect Voice Institute, University of Applied Science; and the Department of Signalling, all Chicago correspondence schools.

Syndicated or Individual House Magazines

GEORGE SETON THOMPSON CO.

608 So. Dearborn St., Chicago

General Salesmanager Available

A General Salesmanager, at present managing the sales and directing the advertising of a two and a half million dollar manufacturing corporation, well known internationally in the office appliance field, is available for a new connection that offers a broader opportunity.

He assumed the duties of his present position some three years ago, after having demonstrated his ability as a sales executive while in charge of one of his company's sales divisions, at a time when the sales were on the decline and the sales organization was rapidly disintegrating.

He adopted new sales and advertising policies and methods, and co-ordinated the work of selling, advertising, and production, with the result that the sales gradually increased until today the factory is months behind the orders. This would not necessarily be significant were it not for the fact that there is but a potential demand for some of the products, and that the ones for which there is an existing demand are the highest priced on the market.

He has been very successful in recruiting, training, and inspiring salesmen; in recruiting; training, and inspiring sales executives to perform these functions; and in making all of the sales cogs mesh and function properly.

His services should be very valuable to any one who has a marketing "job" in the office appliance or electrical appliance fields, or in other fields where aggressive selling is required but a technical knowledge is not.

His present earnings are quite satisfactory and he feels that the opportunity he is seeking will offer at least equally satisfactory earnings. However, he is seeking a broader opportunity more than anything else.

He is 39 years old, a college man, and married. His height is 5 feet 11½ inches, and he weighs 190 pounds.

He will be glad to give those whose responses to this ad seem to indicate that they may have the desired opportunity, every opportunity to investigate the work he has done and is doing.

Address in strict confidence, "D. P.," Box 135, care Printers' Ink, 185 Madison Avenue, New York City.

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

The Largest Catholic Monthly Home Publication
Circulation Over Quarter Million Each Month
Rate: $1.50 Per Agate Line

EXTENSION MAGAZINE

through its excellent reading matter—its fiction, features, and departments—enlists and holds the interest of every member of the family.

This loyal interest in the text pages of the magazine extends to the Advertising columns; and so vindicates our claim that the advertiser reaches through the medium of

EXTENSION MAGAZINE

1. The male members of the family, every one of whom, as you know, is in the market for many things.

2. The women folk. Every woman is a born shopper, and always has her eyes open for a bargain—the goods you have to offer.

3. The young folks—the boys and girls whose innumerable wants must be supplied.

EXTENSION MAGAZINE

is an all-around business-getting magazine for Advertisers who use its columns.

EXTENSION MAGAZINE

180 No. Wabash Ave., Chicago, Illinois

F. W. HARVEY, JR.,
General Manager.

JAMES K. BOYD,
Advertising Manager.

LEE & WILLIAMSON, Eastern Representatives,
381 Fourth Ave., New York, N. Y.

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews	168	37,632
World's Work	158	35,392
Atlantic Monthly	123	27,578
Scribner's	117	26,285
Harper's Magazine	106	23,800
Century	93	20,868
*Success	37	8,304
Munsey's	34	7,728
St. Nicholas	30	6,874
†Current Opinion	29	6,496
Bookman	26	5,894
Wide World	19	4,312

†Reverted to standard size.
*Changed from flat to standard size.

Flat Size

	Columns	Lines
American Magazine	505	72,254
Red Book	301	43,124
Cosmopolitan	265	38,032
Sunset	223	32,006
Physical Culture	188	26,917
American Boy	133	26,792
Metropolitan	142	24,255
Photoplay	164	23,479
Motion Picture Magazine	145	20,848
McClure's	117	19,893
Hearst's	106	18,167
Boys' Life	86	14,760
Everybody's	87	12,541
Boys' Magazine	48	8,231

WOMEN'S MAGAZINES

(Exclusive of publishers' own advertising)

	Columns	Lines
Vogue (2 issues)	946	149,535
Ladies' Home Journal	527	105,578
Pictorial Review	431	86,310
Harper's Bazar	449	75,470
Woman's Home Companion	357	71,510
Good Housekeeping	447	63,984
Delineator	300	60,019
Designer	225	45,063
Fashion Art	244	41,040
McCall's	183	36,708
Holland's	150	28,534
People's Home Journal	128	25,790
Modern Priscilla	138	23,593
Woman's World	137	23,318
Mothers' Magazine	94	15,980
People's Popular Monthly	72	13,681

Never before have the women of America taken such a keen interest in what is going on in the world.

National Suffrage carries with it the necessity of being well-informed on the big questions of the hour and the leading women of the country are finding CURRENT OPINION indispensable in maintaining their new position in business and politics.

Helen Taft (daughter of ex-President Taft and President of Bryn Mawr) in a recent article for "Women in Politics," published in the Woman's Home Companion, singled out CURRENT OPINION as one of the two national publications for women who wish to keep in touch with national and international affairs.

CURRENT OPINION offers advertisers an unusual opportunity of reaching these progressive women, representing the highest purchasing power in America today.

CURRENT OPINION
CURRENT OPINION BUILDING
48-50 West 47th St., New York, N. Y.
Chicago Office, Peoples Gas Building

New Haven

Connecticut's Largest City

Here are located a wonderful group of industries whose products are known and sold "Around the World."

New Haven's many thousands of comfortable homes are served by One Great Evening paper and its Sunday edition. The

Register

New Haven's Largest Circulation

every evening is Bought and Paid For by more than Thirty Thousand (30,000) individuals. The great bulk of this is "Home Circulation"

and 91% of the Register's circulation is within 10 miles of New Haven's city hall.

Circulation nearly as large as any Two other New Haven papers combined.

City Circulation (alone) larger than the ENTIRE circulation of any other New Haven paper.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
Needlecraft	60	11,467
Fashionable Dress	59	10,763
Today's Housewife	46	9,206
Green Book	58	8,384

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Motor	479	80,472
Motor Life	412	65,096
Vanity Fair	352	55,694
System	379	54,222
Popular Mechanics (pages)	221	49,518
Country Life	279	46,872
House & Garden	237	37,563
Arts & Decoration	194	32,592
Popular Science Monthly	182	27,780
Normal Instructor	139	23,768
Theatre	140	23,385
Science & Invention	156	23,049
House Beautiful	128	19,711
Field & Stream	127	18,144
National Sportsman	109	15,727
Asia	101	13,939
Illustrated World	54	12,264
Outers' Recreation	75	10,763
Outdoor Life	74	10,705
Forest & Stream	68	9,712
Association Men	68	9,590
Outing	61	8,848
Rotarian	55	8,159
*International Studio	37	5,930
Extension Magazine	37	6,364

*September issue.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Sept.)	333	58,445
Canadian Home Journal	169	33,893
Everywoman's World	155	31,123
Canadian Courier (2 Sept.)	118	*21,601
Western Home Mo. (Sept.)	119	21,488
La Canadienne	85	17,152
Canadian Magazine (pages)	72	16,128

VOLUME OF ADVERTISING IN SEPTEMBER WEEKLIES

September 1-7	Columns	Lines
Saturday Evening Post	454	77,347
Literary Digest	217	33,004
Town & Country	165	27,821
Collier's	93	15,816
Forbes'	59	10,045
Leslie's	55	9,452
Scientific American	53	9,095
Life	61	8,674
Christian Herald	44	7,545

A Nation-Wide Sales Organization at Your Disposal

Nine hundred and ninety-nine out of every thousand readers of PHYSICAL CULTURE are enthusiasts. They have come to be enthusiasts by believing in the doctrines of right living taught by PHYSICAL CULTURE. It is the dominant factor in their lives.

Everybody knows that enthusiasts are good salesmen. They talk incessantly about their hobby. Their proselyting is carried on at the dinner table, on the suburban train, or during a quiet chat in the library. They convince by their obvious sincerity.

Time and again the advertisers using PHYSICAL CULTURE have had it demonstrated to their satisfaction that the effectiveness of our magazine comes not alone from the responsiveness of our readers, but also from the many converts each reader has made in his particular neighborhood. The subscribers to PHYSICAL CULTURE not only accept the editorial and advertising messages in our columns, but impress these messages on the minds of their associates. Our readers are CONSUMER SALESMEN—the best and most effective kind in the world.

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street, New York City

O. J. ELDER, Business Manager

Sam M. White, Advertising Manager

Western Representative
CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative
METZ B. HAYES
Little Building, Boston, Mass.

	Columns	Lines
Outlook	45	6,654
Youth's Companion	21	4,290
Independent	25	3,637
American Legion	18	2,694
Churchman	18	2,590
Judge	13	1,858
Nation	6	969
September 8-14		
Saturday Evening Post	465	79,184
Literary Digest	277	42,115
Town & Country	140	23,616
Collier's	136	23,158
Scientific American	55	9,400
Life	55	7,759
Leslie's	38	6,469
Outlook	43	6,402
Christian Herald	31	5,315
Independent	22	3,277
Youth's Companion	14	2,895
American Legion	19	2,774
Churchman	15	2,234
Nation	15	2,110
Judge	11	1,645
September 15-21		
Saturday Evening Post	466	79,385
Literary Digest	258	39,295
Town & Country	112	19,020
Collier's	95	16,297
Christian Herald	58	9,990
Leslie's	57	9,707
Scientific American	45	7,782
Life	51	7,146
Outlook	44	6,495
Independent	26	3,796
Youth's Companion	18	3,709
Judge	15	2,211
Churchman	15	2,105
Nation	14	1,997
American Legion	13	1,986
September 22-28		
Saturday Evening Post	452	77,003
Literary Digest	267	40,771
Collier's	87	14,795
Forbes'	60	10,246
Leslie's	50	8,586
Outlook	52	7,756
Scientific American	42	7,185
Christian Herald	39	6,785
Life	43	6,125
American Legion	33	4,906
Independent	30	4,358
Youth's Companion	18	3,656
Churchman	16	2,293
Nation	12	1,700
Judge	8	1,151
September 29-30		
Life	29	4,168
Outlook	22	3,355
Youth's Companion	13	2,665

Totals for September

	Columns	Lines
Saturday Evening Post	1,840	312,919
Literary Digest	1,120	155,185
Town & Country	419	70,457
Collier's	470	70,066
Leslie's	201	34,217
Life	241	33,872
Scientific American	196	33,462
Outlook	208	30,662
Christian Herald	174	29,635
Forbes'	119	20,291
Youth's Companion	86	17,215
Independent	105	15,068
American Legion	62	12,360
Churchman	65	9,222
Judge	49	6,865
Nation	48	6,776

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

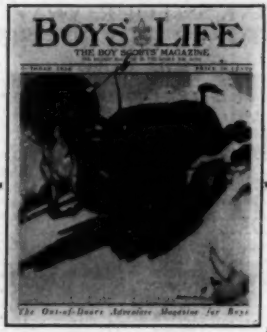
1. Ladies' Home Journal	527	105,578
2. Pictorial Review	431	86,310
3. Motor	479	80,472
4. Harper's Bazar	449	75,470
5. American Magazine	505	72,254
6. Woman's Home Comp.	357	71,510
7. Motor Life	412	65,096
8. Good Housekeeping	447	63,984
9. Delineator	300	60,019
10. Vanity Fair	352	55,694
11. System	379	54,222
12. Pop. Mechanics (pg.)	221	49,518
13. Country Life	279	46,872
14. Designer	225	45,063
15. Red Book	301	43,124
16. Fashion Art	244	41,040
17. Cosmopolitan	265	38,032
18. Rev. of Reviews (pg.)	168	37,632
19. House & Garden	237	37,563
20. McCall's	183	36,708
21. World's Work (pgs.)	158	35,392
22. Canadian Home Jour.	169	33,893
23. Arts & Decoration	194	32,592
24. Sunset	223	32,006
25. Everywoman's World	155	31,123

Representatives Club Changes Meeting Place

The Representatives Club, New York, will hereafter hold its monthly meetings at Hotel Pennsylvania, beginning with its next meeting, October 19.

At this meeting the programme for the coming year will be announced, and addresses will be made by E. M. Statler, Statler Hotel System, on "Hotel Advertising," and Anderson Pace, of *The Christian Herald*.

A new member of the board of directors will also be elected at this meeting.



The Treasure Vault of the Nation

The most precious asset of the Nation is its youth. Upon the conservation and development of this great treasure directly depends the value of our future. If this country is willing to make an adequate investment in its boys, no cause for future anxiety need exist.

This applies to business with equal force. If the business institutions of this country will make an adequate investment for themselves, to assure their future, by advertising to the boys of today, they will be laying up for themselves a treasure that cannot be destroyed.

BOYS' LIFE, the Boy Scouts' Magazine, is your key for reaching hundreds of thousands of the worth-while boys in this great treasure vault.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

Member A. B. C.

200 Fifth Ave., New York

203 So. Dearborn St., Chicago, Ill.

DECEMBER ADVERTISING FORMS CLOSE OCTOBER 25th.

"PRINTERS' INK'S" FOUR YEAR RECORD OF OCTOBER ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Totals
American	72,254	57,149	29,536	33,970	192,909
Cosmopolitan	38,032	36,349	19,147	31,193	124,721
Red Book	†43,124	†36,345	†18,817	25,323	123,609
Review of Reviews	37,632	32,928	20,729	23,898	115,187
World's Work	35,392	36,144	19,348	23,452	114,336
McClure's	19,893	30,600	12,694	23,461	86,648
Atlantic Monthly	27,578	26,711	14,998	15,856	85,143
Metropolitan	24,255	26,664	13,980	19,535	84,434
Scribner's	26,285	25,609	14,688	17,847	84,429
Harper's Magazine	23,800	24,655	15,279	19,406	83,140
Sunset	32,006	27,463	11,798	10,350	81,617
Physical Culture	†26,917	†29,200	†12,556	11,094	79,767
American Boy	26,792	26,340	14,400	11,899	79,431
Century	20,868	20,901	12,606	15,731	70,106
Hearst's	18,167	19,774	11,480	17,826	67,247
Photoplay	†23,479	†18,812	†8,564	12,087	62,942
Motion Picture Magazine	†20,848	†17,186	†11,102	7,014	56,150
Everybody's	†12,541	†18,899	†5,668	13,048	50,156
Boys' Life	14,760	10,859	7,155	8,019	40,793
Boys' Magazine	8,231	10,070	7,235	5,726	31,262
St. Nicholas	6,874	6,842	5,434	10,294	29,444
Munsey's	7,728	10,008	4,309	3,881	25,926
Current Opinion	*6,496	2,940	3,674	3,450	16,560
	573,952	552,448	295,197	364,360	1,785,957

*Reverted to standard size. †New page size.

WOMEN'S MAGAZINES

Vogue (2 issues)	149,535	147,914	88,428	119,925	505,802
Ladies' Home Journal	105,578	105,698	65,954	65,580	342,810
Harper's Bazar	75,470	61,284	39,639	58,207	234,600
Pictorial Review	86,310	70,350	29,368	29,793	215,821
Good Housekeeping	63,984	63,648	38,164	41,780	207,576
Woman's Home Companion	71,510	66,586	33,190	31,544	202,830
Delineator	60,019	51,135	32,746	29,837	173,737
Designer & Woman's Mag.	45,063	35,859	26,289	24,311	131,522
McCall's	†36,708	†26,780	†15,981	15,720	95,189
People's Home Journal	25,790	19,315	11,715	11,704	68,524
Modern Priscilla	23,593	17,600	10,100	14,116	65,409
Mother's Mag. & Home Life	†15,980	†14,258	9,380	* 11,544	51,162
Needlecraft	11,467	9,515	5,107	6,791	32,880
	771,007	689,942	406,061	460,852	2,327,862

*These two magazines now combined. †New page size.

CLASS MAGAZINES

System	54,222	62,732	42,911	49,930	209,795
Vanity Fair	55,694	56,564	35,725	50,717	198,700
Popular Mechanics	49,518	49,728	26,603	34,052	159,901
Country Life	46,872	39,312	24,182	36,604	146,970
Popular Science Monthly	†27,780	†32,144	24,881	26,143	110,948
House & Garden	37,563	32,680	11,790	20,454	102,487
Theatre	23,385	17,816	11,928	15,120	68,249
Field & Stream	18,144	17,659	10,536	13,002	59,341
House Beautiful	19,711	13,068	7,842	11,929	52,550
National Sportsman	†15,727	†14,484	7,926	10,469	48,606
Outing	8,848	9,569	6,961	10,797	36,175
International Studio	*	4,900	5,279	5,619	*15,798
	357,464	350,656	216,564	284,836	1,209,520

*3-year total—Oct. issue delayed. †Changed from standard to flat size.

WEEKLIES (4 September issues)

Saturday Evening Post	312,919	297,962	186,645	*220,379	1,017,905
Literary Digest	155,185	104,027	84,910	*97,544	441,666
Collier's	‡70,066	‡74,136	‡35,668	*78,589	258,459
Town & Country	†70,457	†63,653	†41,823	†45,729	221,662
Leslie's	34,217	44,570	32,916	*34,472	146,175
Scientific American	‡33,462	‡35,494	29,226	*23,823	122,005
Outlook	*30,662	28,991	19,539	26,881	106,073
Christian Herald	29,635	33,732	18,610	21,186	103,163
Life	*33,872	29,906	13,750	20,695	98,223
	770,475	712,471	463,087	569,298	2,515,331

‡Smaller page size. †3 issues. *5 issues.

GRAND TOTALS	2,472,898	2,305,517	1,380,909	1,679,346	7,838,670

The Best Informed Man Obtains Results Most Easily

For the salesman of advertising space or products

THE STANDARD ADVERTISING REGISTER

is a mine of valuable information

The Cost

compared to the service afforded

is Inconsequential

Let us demonstrate

NATIONAL REGISTER PUBLISHING CO.

R. W. FERREL, Manager

1901 TIMES BUILDING NEW YORK CITY

The Little Schoolmaster's Classroom

"IN one New England town," a certain executive tells the Schoolmaster, "there is a manufacturing concern of national renown whose office employees are divided into two class distinctions, namely, those who are forced to stay on the job and those who are fortunate enough to have their work take them to the large centres occasionally.

"Many an assistant envies his chief's frequent trips to New York as much as he envies the larger salary commanded by the department head.

"It has often been suggested that a change of environment has its value as a spur to the imagination. It is undoubtedly true that this is a fact, but perhaps a point of real psychological interest and money value is being overlooked in the matter of more frequent trips for the semi or potential executives.

"A person sticking to the same task day in and day out gets into a rut. Certain measures of accomplishment become fixed, and any work that approximates routine gradually becomes standardized as to the time and method of procedure. This is quite naturally unconscious on the part of the well-meaning worker, but rather a cold fact nevertheless.

"A change of geography, a new city, new ways, new surroundings are, for most inland towns, to be had with but a few hours spent on a train. Such a trip tends to jar the person in a rut into a new vision as to the possibilities of time. Certainly few finer examples of the full use of time have ever come before the country than is to be found in the record of the activities of Theodore Roosevelt. He was here today and there to-morrow. In Canada one week, talking in Florida the next—always up and doing.

"It seems logical to assume that in quick geographical change there lies a psychological power to spur men on to greater productivity.

"To executives reading this and acting upon the idea we add the suggestion that such trips be made to seem as important and impulsive as possible. Impulsiveness is a much underrated quality and understood in the wrong sense. Impulsiveness may be trained to be of great productive value in the development of workers."

* * *

Seattle for a good many years has had quite a record as the City of Homes. No wonder when they run the following kind of classified advertising in the columns of the newspapers. With fear and trepidation lest it drive some of our readers who are at the present time searching wildly for homes, to distraction, the Schoolmaster passes on the following to the Class:

$4,750— —$4,750

—BRING YOUR SUITCASE—

And move right in. Your home is waiting for you on a corner lot north of our office, one block Phinney car. You will certainly like it; oak floors, fireplace, coal grate, big brass andirons, two light bedrooms and bath second floor.

This home is completely and well furnished. There is a piano for the daughter, comfortable leather rockers for mother and father, and a big easy chair for grandfather. A brass bed and two oak beds besides the baby bed, oak buffet and china closet, well filled; garage, concrete basement, furnace, trays, etc.

If you will give us 24 hours' notice we will deliver this home to you completely furnished at 6 p. m. with DINNER ON THE TABLE, PIPING HOT, INCLUDING FRIED CHICKEN (yum-yum). Doesn't that make your mouth water?

COTTAGE REALTY CO.,
6408 Phinney. Ballard 1974.

* * *

To make a statement as a living fact and offer no proof to the skeptical brings down upon the head of the speaker a storm of wrath, or at least a cold indifference.

The Schoolmaster has often read employees' magazines that

Sales Executives Wanted

For large advertising agency

MEN with initiative and with thorough sales experience now employed as Sales Executives are wanted for executive advertising positions where their knowledge of sales and merchandising will be of an unusual value in advising advertisers in sales and advertising promotion.

Men with executive experience in the following lines are desired:

Textile
Hardware

The opportunity offered is unusual.

In answering give the information you would want if you were considering the applicant.

A personal interview will be immediately arranged if your application indicates the qualities that the position requires.

Address H. T., Box 139

Care Printers' Ink

PHILIPPINES OFFER TREMENDOUS OPPORTUNITY for Amer. mfrs. Our circulation, prestige there afford medium for developing this great market. Regular Spanish section. Sample copy 10c.
WORLD SALESMAN
A Monthly Journal of International Trade
182 West 4th St. New York



A Clean Cut Farm Paper
Leading, Reflecting and Representing the Thoughts of the Best Corn Belt Farmers—over 80,000 in Iowa, 152,000 all told.
CORN BELT FARMER, Des Moines, Iowa

CUTTING THE COST of Publication Printing
is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.
THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

RDS
You could not duplicate this monthly service on sales, advertising and business conditions for $1,500—yet it costs but $15. Ask for October Bulletin and literature—sent free.
403 Meridian Life Bldg., Indianapolis, U. S. A.
The RICHEY DATA SERVICE

Unused Postage Bought
We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co. 253 Lennox Bldg., Cleveland, Ohio.

Market News
A Monthly Trade Paper
FEATURING 5¢ to $5.00 MERCHANDISE
What have you to market that can be retailed from 5c to $5.00?
Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.
458 BROADWAY, NEW YORK CITY

aimed to prove to the rank and file of workers that advertising paid. To make the bald statement that business has prospered since the inception of the advertising campaign, and has gained each year, carries some conviction, but leaves a big loophole of "reasonable doubt" to the person who "has never bought anything as a result of advertising," and is unwilling to believe that to advertising goes the credit.

Not long ago the Schoolmaster spent an evening pondering over the problem of how to present the case of advertising without the use of actual figures. The possibility of a story built around the term "consumer acceptance" seemed interesting at first glance, but proved, as the thought was developed, to lack in conviction and to be too hard to put over with the average employee.

The story was finally developed along the line of thought that before the days of the growth of national advertising an article of merchandise was "guilty until proven innocent." In other words, that until national advertising standardized and characterized merchandise it was looked upon by the consumer with suspicion. Following this line of thought, it was brought out that well-known advertised brands were now "innocent until proven guilty," and that

We have organized a Clearing House for Oriental trade and want to confer with ten non-competitive manufacturers wishing to develop export business on a basis of quicker and cheaper results than the old methods.
ASSOCIATED FOREIGN SERVICE, Inc.
119 Leonard St., New York City

PATENTS
Assist inventors in obtaining patents, Trade Marks, etc., sent free. Our 74 years of experience, efficient service, and fair dealing, assure fullest value and protection to the applicant. The Scientific American should be read by all inventors.
MUNN & CO., 659 Woolworth Bldg., N.Y.
Tower Bldg., Chicago, Ill., 625 F St., Washington, D. C. Hobart Bldg., 582 Market St., San Francisco, Cal.

the average consumer accepted an advertised article as good until a trial proved otherwise.

This gave the opportunity to appeal to the workers for a high standard of quality in workmanship, pointing out that the articles they were producing were accepted as perfect even before purchase, and that if the workmanship fell below standard with any one consumer, no amount of advertising would re-establish the confidence lost. This angle on the proposition enabled the Schoolmaster to put across the story of advertising with conviction to the lay mind.

* * *

Getting a new slant on your sales and dealer problems is refreshing and often profitable.

The Schoolmaster will not be guilty of handing out such trite advice as to suggest that you talk with your road salesmen. However, he proudly suggests that you listen to an advertising discussion between your traveling men.

Perhaps one of the most interesting and profitable sessions it has been the Schoolmaster's good fortune to be in on was the result of plain mental fatigue and physical weariness. It so happened that after a hard day with a dozen or so salesmen in from the road for the packing of their trunks for the fall trip, a group of three—two salesmen and the Schoolmaster—sat on the hotel porch smoking rather fat after-dinner cigars. The discussion turned to national advertising and sales policies.

The salesmen made statements and drew conclusions. In their untrained way it took them a long time to get to a point in their discussions which reached the state of a conclusion. Slowly it dawned on the listener that under ordinary circumstances the corrections and objections which he should have injected here and there would have changed the whole tone of the talk.

Many little observations as to their methods of reasoning gave opening for the discovery of strategical points of attack that

The MAILBAG
A Journal of Direct-Mail & Advertising



The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.
$1.00 a year
MAILBAG PUBLISHING CO.
1304 E. 40th St. Cleveland, Ohio

More than 6800 merchants handling "counter specialties"
in the Philadelphia territory
subscribe to the
RETAIL [illegible] LEDGER
Twice a Month; Sub., $1.00 a Year



Howell Cuts
for house organs direct mail and other advertising
ask for proofs
Charles B. Howell · 303 Fifth Ave · New York.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 886
NIGHT AUDUBON 2980 - 8230
A Personal and Emergency Service limited to non-competitive clients

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.
POSTAGE 18 East 18th St., New York City

SPOT CASH
WE BUY
Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains. Send Samples and full Particulars
BARGAIN BULLETIN FREE
FANTUS BROS. 521 S. Dearborn St. CHICAGO
WE BUY ANYTHING

later proved helpful in presenting advertising propositions to the salesmen.

This accident of tiredness made the Schoolmaster a better listener, and he must frankly admit that since that time he has been a better listener than heretofore.

The advertising man who berates salesmen for their lack of interest in advertising does not give proper credit to the average salesman. The two, like men of different nations, may talk a different tongue, but they live by the light of the same sun.

Cleland Agency Will Move to Philadelphia

Cleland, Inc., an agency which has had its offices in New York, is preparing to maintain its offices in Philadelphia. E. F. Archibald, who had charge of the New York office, will be in charge of the Philadelphia office.

To Advertise "Tip Top" Popcorn

The Campbell, Blood & Trump Advertising Agency, Detroit, Mich., is now handling the account of the International Foreign Products Co., Detroit, maker of "Tip Top" popcorn. A newspaper campaign will be undertaken.

H. A. Patterson with Bertolet

H. A. Patterson, formerly with the Quaker Oats Co., has joined the selling staff of the C. D. Bertolet agency, Chicago.

CURRIER COMPANY
EVERETT R. CURRIER
LAYOUT · DESIGN
TYPOGRAPHY
102 WEST 40TH STREET
NEW YORK
CALL BRYANT 3024

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Home Paper of Southern California
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg

Account Executive
now with one of the leading advertising agencies in New York desires change
$5000 a year
B. G.
Box 134, P. L.

Account Executive Wants Assistant
Must be able to write condensed, well-reasoned copy on semi-technical subjects, and be both able and willing to accept responsibilities. It is desirable that he should have first-hand, practical knowledge of how to use machinists' tools, have successfully held a job as a reporter and have had experience in the Copy Department of an advertising agency. A good salary and a very unusual opportunity for the right man. Address H. S., Box 136, care of Printers' Ink.

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Made Advertising Manager of Nast Foreign Publications

M. Abbott Kimball, advertising manager of *Spanish Vogue*, has been appointed advertising manager of all the foreign editions of the Nast publications, which include *British Vogue, French Vogue, Spanish Vogue, Patrician* and *English House and Garden*.

Green Lock Account with Brotherton-Knoble

The advertising account of the Green Lock Company, Detroit, maker of an automobile lock, has been secured by the Detroit office of the Brotherton-Knoble Company. Contracts are being sent out to national and trade paper publications.

W. H. Denney with Ritter Agency

William H. Denney, who resigned the vice-presidency of Sherman & Bryan, Inc., on September 30th, is now associated with the Philip Ritter Company, New York.

Macloon Has Knitting Company Account

The Paramount Knitting Company, Chicago, has placed its advertising account with Louis O. Macloon, who has reopened his service agency in Chicago.

K. D. Stuart with New York "Herald"

Kendall D. Stuart, formerly with the Philadelphia *Record*, is now with the national advertising department of the New York *Herald* and *The Sun*.

TREBLE YOUR RENEWALS, Etc.

By using Pallen's Double and Triple *"Master" Mail Order Device*. A wonder for Subscriptions, classified and special offers, etc.

Write for Samples

J. PALLEN & CO., Columbus, Ohio

Mail Sales Specialist

Some manufacturer, bond house, oil refiner, correspondence school or other reputable concern desiring to build up direct mail sales or speed up roadmen needs this man. He is a recognized writer of business getting letters and literature. He has handled salesmen. He can come alone or he can bring with him a complete advertising, mail order, and sales promotion department. He saved some money last year and can finance himself. He will accept stock in an established concern, a percentage of the business he produces, or a salary, as you prefer. Location, Chicago. Let me send you his name and address. Mason Warner, Snitsler-Warner Advertising Company, 53 E. Washington St., Chicago.

An Important Opening On The Display Advertising Staff

of a new Chicago daily newspaper will be filled soon; the usual clean, high-power selling qualities required. A working knowledge of State Street desirable. Must know how to tell the truth. Experience from second paper angle valuable. This is an unusual opening for a man of character who understands the fundamentals of sound business—real service to the customer. Address

"Manager," 215-217 W. Superior St., Chicago, Ill.

Woman Executive Wants Opportunity

A knowledge of printing, lithography, photography, with selling experience wants to associate with agency, printing firm or service bureau. Chicago preferred. Office management considered where this broad experience will serve. Finest references. Address "E. R. P.," care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

Advertising Illustration

Advertising policies are often decided by the art exhibit. The making of the rough finished layouts is a problem that we have solved.

Rough finished layouts that impress the client and at the same time keep within the sum of money appropriated for the exhibit, receive the same thoughtful attention as a drawing intended for reproduction.

FLEMMING STUDIOS
116 West 39th Street
Fitz Roy 4132

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising Salesman, New York and Eastern States field, to represent outside publishing house part time. State experience and 'phone number. Address Box 225, care of Printers' Ink.

WANTED SALES PROMOTION MANAGER

Lady typist preferred; past experience essential. Opportunity for advancement. Address Box 210, Printers' Ink.

SALESMAN WANTED

Commercial printing house desires salesman with some knowledge of printing. Call mornings only. New York Press, 448 Summit Ave., West Hoboken, N. J.

LADY WANTED—To solicit Classified advertising over the telephone. Experience necessary; also references as to your ability to produce. Write Classified Manager, Akron Evening Times, Akron, Ohio.

Visualizer Wanted

A man with ideas is offered a splendid opportunity with national advertising agency. Write fully, stating salary, etc. Box 208, Printers' Ink.

Energetic advertising manager for a stationery, printing, lithographing and bank supply house in the West. A thorough knowledge of direct-by-mail methods essential. Address H. A. Blodgett, Brown, Blodgett & Sperry Company, St. Paul, Minn.

ARTIST—COPY-WRITER

Direct Mail Advertising Agency wants a capable artist who can also write convincing copy for Trade Journal Ads, Mailing Folders, Broadsides, etc. Give full, detailed experience and samples of work. Box 1000, care of Printers' Ink.

COPY WRITER

A young, rapidly growing direct-by-mail concern offers an excellent opportunity to an experienced New York agency man to increase his present income by writing copy on a spare time, piecework basis. All replies held strictly confidential. Applicant must have intensive experience in "copy slants" and be resourceful as to ideas, layouts, etc., and should sell himself in first letter. Address Box 998, Printers' Ink.

THE SALES PROMOTION MAN—We have an opening in our Sales Promotion department for an aggressive man with a knowledge of accounting and some experience in Sales Promotion work. He must be able to edit the house organ, gather new sales ideas, and write clearly and concisely. Address, in confidence, giving complete details and enclosing post-card photo, W. F. Marr, Sales Manager, McCaskey Register Company, Alliance, Ohio.

District Manager

A large nationally known office appliance manufacturer has an opening for a District Manager. Must possess real selling ability and be experienced in engaging, training and managing salesmen. An unusual opportunity offered for the first time outside the organization. Write fully in strict confidence, enclosing photo and let your letter reflect your ability, Box 209, care of Printers' Ink.

Man Hunt

The Dry Goods Reporter has an opening for a live-wire man on its Editorial force. This man is probably now employed as an Advertising Man and General Manager, or Floor Man or Salesman in a Department Store in a town of 5,000 to 50,000 inhabitants. He has possibly sold goods in various stocks of the store, knows the names of nearly all dry goods fabrics, and is fairly well posted on qualities and prices as they go today. This man is of good appearance, good dresser, good health, and a gentleman who can meet manufacturers and wholesalers and talk merchandise values and business news with them, and can, after these interviews, write the substance and the facts in an interesting way for the reading columns of this publication. His title will be Assistant-Editor. If you are that man, and would like the position, please write in detail your business history and enclose your photograph to

THE DRY GOODS REPORTER,
215 South Market Street,
Chicago.

Applicants will please not call for an interview until requested to do so.

Well-known Magazine wants Circulation Manager. Must have experience in promotion work. An excellent opportunity for energetic man. Write, giving qualifications and salary desired. Box 227, Printers' Ink.

Assistant Copywriter wanted for advertising agency. Must write sensible, simple English with selling force. Young man with good education background. Willing to begin for modest salary with advancement according to satisfactory service rendered. Only serious-minded, steady person need apply. Give full details and minimum salary wanted. Address Winifred Jackson, Room 405, 1 West 34th Street.

LIVE WIRE ADVERTISING SALESMAN

One of the leading trade publications in a fertile field requires advertising representative to cover Indiana and Ohio, with headquarters in Cleveland. Must be salesman of the constructive type, capable of intensive and intelligent work. Address Box 217, care of Printers' Ink.

MISCELLANEOUS

WANTED—AN AGENCY

Advertising man, 29, having good accounts, wishes connection with service agency. Purchase interest. Give particulars. Box 990, P. I.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

An export and import service company needs $15,000 to develop its operations in Oriental trade, on a new basis of unlimited opportunity. A most attractive chance for an investor or a manufacturer desiring export business. We are fully prepared for immediate action. Associated Foreign Service, Inc., 119 Leonard Street, New York City.

$5,000 (terms) buys controlling interest in old-established (19 years) printing business, money maker, paying more than $3,000 per year. Owner retiring, 65 years old. Liveliest Southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, Pres., Knoxville Ptg. & Pub. Co., Knoxville, Tenn.

OPPORTUNITY FOR ARTISTS

Advertising company working chiefly on poster and other color work has a slight excess of office space which it will sublet at very reasonable rate to artists doing work along its own lines, to whom it can give work as occasion requires. Highest-grade building, 42nd Street section, unobstructed light. Box 226, P. I.

POSITIONS WANTED

Young man, 21, desires to learn the advertising business. High school education. Knowledge of paints, derived from buying and selling. Address Gustave Males, 655 East 180th Street.

ADVERTISING EXPERTS!! Can you place young man, 20, N. Y. University evening student of advertising; three years' agency experience at layouts, forwarding, production? Box 202, P. I.

ADVERTISING COPY WRITER

College graduate, with sound advertising training, has thorough knowledge of typography and layouts and writes human copy; experienced. Box 211, P. I.

—Letterer, Designer—

temporarily employed, desires steady position with high-class organization. In town or out. Box 205, Printers' Ink.

TRADE JOURNALS

Can represent one or two additional trade journals in Seattle field. Commission basis. Box 224, Printers' Ink.

I seek connection with a high-class firm offering real opportunity for conscientious effort. Copy, layout, knowledge of typography, investigation of markets and media. Am employed, but desire change. Box 216, Printers' Ink.

Technically Trained Executive

Has planned and written technical publicity and advertisements for manufacturers and agencies.

Can handle complete campaigns.

Can develop departmental teamwork.

Salary $5,000. Box 994, Printers' Ink.

Pressroom Executive—Now employed, desires a position in either California, Havana, Cuba; or some South American country. Thirty years' practical experience in magazine, catalogue and better grade of color work. Fully capable for executive position in modern large plant. Address Box 997, Printers' Ink.

ADVERTISING SALESMAN

Fourteen years' success in general magazine, trade and export publication work, including advertising and branch office manager, open for engagement. Large acquaintance New York and Eastern territory. Highest references. Letters confidential. Address Box 218, care of Printers' Ink.

Merchandising and Advertising Executive

Ten years' experience in advertising and merchandising for manufacturers and agencies.

Has investigated markets and products. Has planned campaigns and written publicity and ads.

Knows dealers' habits and needs. Can secure their co-operation.

Salary $5,000. Box 992, Printers' Ink.

TECHNICAL ADVERTISING EXECUTIVE

Employed with large agency now. Fifteen years' engineering, editorial, advertising experience, wishes position with mechanical goods house as advertising manager.

SALARY $6,000

Box 991, Printers' Ink.

Production Man seeks connection with advertising agency. Knowledge of layouts, engraving, printing and all production matters, except copy. Six years' experience; now employed; married. Box 996, Printers' Ink.

Advertising man, 27, with creative ability and versatile experience in the directory field plus five years of experience in selling space in newspapers, is open for bigger position. Now earning $3,500 yearly. Box 988, P. I.

ACCOUNTANT

Training and experience enable me to fill a $2,500 position at present, but due to conditions a satisfactory change will be considered. Box 989, Printers' Ink.

SECRETARIAL position wanted by young woman now with advertisers. College training, seven years in business. Expert stenographer, also experience editorial writing. New York City only. Address Box 215, Printers' Ink.

Mail-Order Specialist

in Advertising and Sales Promotion, Free Lance, twelve years' experience with leading Houses, has interesting part-time proposition to make. Box 212, Printers' Ink.

Associate Editor, highest type technical and artistic magazine; three years contributor; knowledge makeup, etc., desires connection with more progressive New York publisher. College girl; experience in research; unquestionable references. Box 200, Printers' Ink.

New York Agencies Only

The physical appearance of your advertisements. Thorough knowledge of advertising. Capable manager of art production. Expert typographer. A1 references. Salary $6,000. Box 221, P. I.

YOUNG MAN, 26, desires to learn advertising through the copy end of the business in some agency of big company in New York City.

He is well educated, has a general knowledge of the business gained through study at Columbia University. He writes copy that will be read. He wants the opportunity. The salary is secondary. Address Box 214, Printers' Ink.

Visualizer Wants to Change

Director and critic of copy based on broad, successful experience producing copy; director of art based on training in art and design; director of rough sketches and layouts based on experience producing them; originator of new slants based on successful experience digging for new angles; executive based on training in every branch of advertising practice. A more happy connection is desired, preferably in charge, or teamed with a chief who himself has had a broad experience. A New York man; salary around $6,000 per year. Address Box 222, Printers' Ink.

YOUNG MAN, 28 years of age, would like to connect with a Publishing House in New York City selling advertising or subscriptions. Ten years' experience on road work. Can handle every line. Address Box 999, care of Printers' Ink.

Advertising Solicitor

Now employed, desires to open Boston office. Would like to represent high-class trade paper or National publication. Will devote whole time to one publication if satisfactory arrangements can be made. Address J. H. H., Printers' Ink, 1 Beacon Street, Boston.

"Readers" and Ads

The advertising and merchandising experience of a pair of free lance ad men is available.

They can write ads and "readers" or prepare advertising campaigns with a slant that will build business.

This is an expert service for advertisers who do not maintain an advertising department. Box 993, P. I.

Executive

Young woman of vision, with broad merchandising and advertising experience. Can create original sales-promotion ideas and publicity plans. Address Box 206, Printers' Ink.

Do You Want to Buy Selling Experience?

A young man is available whose experience covers every phase of selling activity: Direct selling; sales promotion and research; executive sales and advertising; copy, plan and contact.

Present and past employers agree that he has been successful and is capable of further development. Young in enthusiasm, mature in judgment, his merchandising ability is broad and well founded.

Christian, age 29, married, college-trained. Box 219, Printers' Ink.

Advertising Agency Man Wants Position with Manufacturer

Besides his agency training, this man has been prominently connected with the advertising departments of two of the largest firms in the country.

Now employed by a well-known advertising agency. An expert on the subjects of merchandising, sales promotion and the preparation of advertising matter. Recognized for ability of a high order as a writer and editor. Wants to become permanently identified with representative concern — preferably manufacturing—and devote his entire attention to the work of exploiting its products.

Present and former employers will tell you about him. Address Box 220, care of Printers' Ink.

Stenographer, thoroughly experienced in handling office detail, desires position as Secretary to executive where ability and integrity are most essential. Have been six years in present position. Box 213, Printers' Ink.

COPY WRITER AND EDITOR

Editor of magazine nationally known for conciseness and human interest desires to return to advertising field. Widely known. Long experience in planning, writing and laying out unique advertising copy. Salary $6,000. Box 995, Printers' Ink.

SECRETARY-STENOGRAPHER

Thoroughly experienced, several years secretary to advertising director of a big New York newspaper; possesses initiative and is hard, rapid and conscientious worker; wants position where first-class work is appreciated and a future is offered. Miss Gertrude Pawley, 322 E. 100th St., New York City.

I AM AN EXPERT COMMERCIAL photographer with good business training and ability as a writer. Have ideas along advertising lines and an excellent knowledge of the make-up of catalogues from photographic, engraving and copywriting end to the press. Want a connection with a first-class, live organization. Address Box 223, care of Printers' Ink.

ADVERTISING MANAGER

With nine years' practical advertising and merchandising experience with one of largest department stores in Middle West. Desires new association as advertising or sales promotion manager with leading American institution. High grade copy writer and advertising executive. Minimum salary $5,000 per annum. Address Box 201, Printers' Ink.

Correspondent and Junior Copy Man

My assistant has outgrown his job. He wants bigger opportunities, and I owe him this ad.

He is twenty-five years old—has had numerous advertising courses at New York University—served with honorable distinction in France.

His shoulders are broad!

Address Service Manager, J. F. Murray Advertising Agency, 17 Battery Place, New York City.

YOUNG MAN, with practical advertising experience, desires to get outdoors as a solicitor for high-class newspaper or magazine, a contact man with agency, or some similar position that would enable me to spend some time outdoors. I do not want an all-day desk job. Excellent references and an A. E. F. veteran. Phone Schuyler 6967, or Address Box 204, care of Printers' Ink.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1920.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Commissioner of Deeds in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing editor, Frederick C. Kendall, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; Katherine N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 18th day of September, 1920.

FRANK GILMARTIN.

(My commission expires May 25, 1922.)

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Advertisers who formerly considered Out-Door Advertising an incident to their general campaign now find that it is really the Keystone.

Thos. Cusack Co.

Harrison and Loomis Sts. CHICAGO

Broadway at 25th St. NEW YORK



Color Advertisers In The Chicago Tribune

Color advertising is now being sold for 1921 in the "Blue Ribbon" Fiction Section of The Chicago Sunday Tribune. It is available in page units only and in three positions—back cover and center spread in four colors, inside back cover in two colors.

The back page has been purchased for one year by the following four advertisers, each taking 13 pages running every fourth week:

Vivaudou — **Kirk's Jap Rose Soap**
Schoenhofen's Edelweiss — **Brooks Appliance**

Each of these advertisers has expressed appreciation of the results obtained from their color pages in The Tribune.

Center spreads and inside covers still available also mean preferred position and distinctive presentation to more than 700,000 families, and therefore insure unusual results.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—Haas Bldg., Los Angeles

Write for The Chicago Tribune's 1920 BOOK OF FACTS